

INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week
Definition of the Week
Troubles of the Week
Gasp of the Week
Realistic Teaching Aids Kit
Political Handicap

Stories of the Week

Crying singer Johnnie Ray arrived at Las Vegas, Nevada, not long ago. Proprietors of five night clubs wanted him for their floor shows. Rather than enter a competitive bidding match for his services, they decided to gamble for him.

However, none would trust the other's dice. So they drew straws.

Lashest fisherman in our neighborhood is Ed Wernet, athletic director of Grosse Pointe High School.

He has a line rigged up off the seawall of his home with a bell attached. When a fish is hooked, the bell rings. Out of the house then dashes his wife, Mary. A former home economist, she not only is a patient helpmeet, but cooks fish tastily.

Wernet is able to eat it without assistance.

Definition of the Week

Relative humidity: My in-laws are all wet.

Troubles of the Week

To be a successful politician you have to get money from the rich and votes from the poor by convincing them you are protecting each from the other.—KROEHLER.

"We haven't given up the ship. There are a lot of controls we still have and we're putting on a fighting campaign to control everything we can."—ROGER L. PUTNAM, U. S. Economic Stabilizer.

Gasp of the Week

Normally "Dope" doesn't broadcast rumors, but this one is so startling—and so persistent—that we shall break a rule in its case.

The RUMOR: A major manufacturer of household refrigerators will bring out a 1953 line without ice trays or ice cubes.

No, we aren't trying to be funny. And this firm is deadly serious. Its 1953 models will cool your drinks in a different manner.

Realistic Teaching Aids Kit

Related teaching aids designed to help students (grades 7 through 9) get a better understanding of the importance of electric power to the growth of America have been developed by Westinghouse Electric Corp.

The kit—which will be distributed to schools through electric power companies—includes three wall charts, a cartoon-type booklet on electric power, a steam-turbine generating station model, and a teacher's guide.

The kit was tried out in selected schools in six different geographical locations: Atlanta, Ga.; Moorestown, N. J.; Pittsburgh, Pa.; Canton, Ohio; Des Moines, Iowa; and Denton, Texas.

"Suggestions resulting from these classroom tests have been incorporated in the final product . . . a product that reflects the willingness of educators and electric utility people to cooperate in the development of a set of teaching aids toward new educational experiences—and to a new appreciation of the important technological and social aspects of the production and use of electricity."

The Electric Power Kit is made up of four main parts:

(1) A set of three full-color wall charts, size 20 by 40 in., that compares life in "Ourtown, U. S. A." in three periods: The Age of Muscle Power, The Age of Steam Power, and The Age of Electric Power.

(2) A full-color 24-page cartoon-type booklet giving a comprehensive view of electric power. This is for the student's personal use.

(3) A cardboard model of a steam-turbine generating station.

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They're 'Hot' for Cooling

Builders 'Hungry' for Data on Year-Round Systems; Industry Preparing a Guide

CHICAGO—Recognition that year-round residential air conditioning is "very much in the picture" for all future new home building has come in a series of recent moves by the National Association of Home Builders.

At a recent conference in Chicago, representatives of this organization, which is comprised of some 25,000 home builders, met with representatives of air conditioning manufacturers as the first step in getting "the other fellow's side of the story" on the design considerations and other problems involved in the installation of a comfort cooling system designed to serve an entire house.

In the words of one of those present, that conference was primarily valuable in revealing that "builders don't know much about year-round air conditioning, and the air conditioning people found that there were many special problems to be solved, from the builder's standpoint, in the installation of an all-year system."

Out of this first conference, however, there quickly came forth a plan of action designed to make the builders more knowledgeable on the subject of year-round air conditioning, and how the builder can gear his building plans to the possibilities of including this feature in a new home-building venture.

A nine-man committee comprised of representatives of both air conditioning and home builder interests was named to prepare a factual and concise guide for the education of home builders on the subject of air conditioning. This guide, which the committee will start working on this month and which it hopes to complete by early 1953, will not only present some of the fundamentals of air conditioning, but will also get in-

to some of the matters of residential design and construction that are affected by, or which will affect, a year-round system.

These considerations include not only such factors as water connections, duct sizing and placement of air outlets, but also such problems as insulation and vapor barriers, room overhangs, and the effect of various types of landscaping.

The nine-man committee consists

This is the first of two articles on some current and interesting developments in the fast-growing field of year-round residential air conditioning. The second article, which will touch upon the place of the air conditioning and heating dealer in the sale and installation of residential air conditioning systems, will be published in a following issue.

of three representatives from the NAHB, three from the Air Conditioning & Refrigerating Machinery Association; and three from the National Warm Air Heating & Air Conditioning Association.

"What the home builder wants to know about any such new element in home building," declared one authority in the field, "is three main things:

"What do you use.

"How do you do it.

"What will it cost."

Air conditioning has also been given a prominent place on the program at the convention and annual show of the NAHB to be held in January, 1953, at the Conrad Hilton hotel in Chicago.

At the session on Jan. 21 there will be (1) a formal presentation outlining to builders the elements that make up comfort cooling by means

(Concluded on Back Page, Column 2)

Distributors To See Hotpoint Room Coolers

CHICAGO—The Hotpoint room air conditioner line will be introduced to distributors at a meeting in November, it has been revealed by Hotpoint officials.

The room air conditioner line will include ½-ton and ¾-ton units and will be priced competitively, it was stated.

Price Lids for Radio, TV Parts On Again, Then Off

WASHINGTON, D. C.—The Office of Price Stabilization last week issued an order putting price ceilings back on radio, television, and phonograph parts and then, when a roar of protest went up from the industry, postponed the order until Oct. 27.

The order, Amendment 7 to revised General Overriding Regulation 5, would have become effective on Oct. 15. It would have affected prices at manufacturing, wholesaling, and retailing levels.

Ceiling prices on these parts had been suspended on Aug. 29 because actual prices were far below ceilings. Ceilings were being put back on because the suspension had made price controls ineffective on service charges and because the effects of the suspension went far beyond the radio and television industry, OPS said.

The reimposed ceilings would have been the same as those in effect before the ceilings were lifted.

For new parts introduced between Aug. 29 and Oct. 15—the suspension period—the highest price charged during that period would be the ceiling price until Nov. 15, giving the seller time to establish the proper ceiling price.

Factory Outlets Seen Illegal Under Fair Trade Law

CORONADO, Calif. — Lowell B. Mason, a member of the Federal Trade Commission, told a distributor convention here that the Miller-Tydings Law makes it illegal for national-brand major appliance manufacturers fair trading their products to have factory-operated distributorships and dealerships.

This means that manufacturers must either discontinue such outlets or seek repeal of the law, he declared in addressing the Pacific Zone, National Association of Electrical Distributors.

"The Miller-Tydings Law," Mason pointed out, "says you as a manufacturer can protect the integrity of your brand by telling a distributor or retailer at what price he may sell."

"But the Sherman Act says no two retailers, or two distributors, or two manufacturers may get together to set a price. Vertical agreement is allowed, but not horizontal agreement."

Mason added: "Those manufacturers who retain retail stores are then covered by the law which says as retailers they are agreeing on a price. Today, certain national brand companies are faced with this problem."

Mason also touched on functional discounts to large users of merchandise. He said that in the commission today, the Robinson-Patman Act in effect outlaws such discounts without cost justification.

He cautioned, however: "If you strike out functional discounts, you strike out the distributive system since no one is willing to work without making a profit."

Coolerator Shows Room Conditioners, Other '53 Lines

DULUTH, Minn. — A brand new line of room air conditioners and a series of upright freezers greeted Coolerator distributors who gathered at the national Coolerator convention here recently to see the company's 1953 lines.

New chest-type freezers, refrigerators, and electric ranges were also shown and advertising plans to promote them were announced.

Featuring compact size, reduced projection into the room, two-speed operation, and thermostatic control, the room coolers were offered in seven models in four sizes.

Model AB-33 has a ½-hp. motor and carries a suggested retail price of \$229.95. Model AB-50, the ¾-hp. size, is offered at \$329.95. Then in the 1-hp. size there are three models, the AB-75 at \$399.95 for standard voltages, the AB-76 at \$419.95 for 236-volt operation, and the AB-77 at \$419.95 for 208-volt current. Model AB-100, a 1-hp. model, completed the line.

Three upright freezers, all of comparatively large size, were introduced. The top model, the UFB-322 has 32-cu. ft. capacity, the UFB-252 has 25-cu. ft. capacity, and the UFB-183 has 18 cu. ft. of storage space.

All of the uprights feature door racks and coils in all shelves. The UFB-322 has two doors, will hold 1,127 lbs. of frozen foods, and is priced at \$899.95. The UFB-252 will hold 852 lbs. of food and has a suggested list of \$699.95. The UFB-183 will store 641 lbs. and is priced at \$599.95.

Three chest-type freezers covered the smaller size range with 10.5, 14, and 20 cu. ft., respectively. They provide up to 10 separate freezer storage compartments with "Handi-Store" dividers, up to four wire baskets, a "Port-A-Tray" for carrying foods to and from the freezer and for storing small frozen food packages, and a -10° F. fast freezing compartment in the two larger models.

Other features are a counterbalanced lid, interior lights operated by a silent mercury switch each time the lid is lifted, suspended liner, cemented ebony rubber gasket, five-year warranty.

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NPA Sees No Chance For More Civilian Copper

WASHINGTON, D. C.—There is no prospect, at this time, of continuing sufficient raw materials of copper to provide for an expanded civilian demand added to anticipated military demands and the resumption of stockpiling, officials of the National Production Authority, Department of Commerce, told a meeting of the Primary Copper Producers Industry Advisory Committee.

Members of the committee called for complete decontrol of the price of copper and copper products and asked the help of NPA in reaching this goal.

The committee denounced what they called an "ordel by planning" and expressed an opinion that the present program should be scrapped.

"We are now in the stage where, if controls don't work, the thinking is that the new controls should be added," committee members said. "Copper prices should be decontrolled and it is absolutely necessary to get rid of the 24½ cents per pound price in order to reach the production goals in refined copper," it was stated.

The committee recommended that purchasers for the stockpile be de-

(Concluded on Back Page, Column 3)

Defense Dept. To Standardize Cooling Systems

Industry Supports Plan for Interchangeable Parts on Refrigeration Equipment

WASHINGTON, D. C.—The program to standardize components of refrigeration and air conditioning equipment used by the Department of Defense has been undertaken by the Defense Supply Management Agency of the Department of Defense with the support of the refrigeration industry.

Such a standardization program is something that has been a target for both the military and industry since the end of the war. J. W. Millard, of the Research and Development Branch, Military Planning Division of the Quartermaster General's Office, is one who has been particularly active in spreading the word of the meaning of such standardization in terms of increased efficiency and reduced costs to taxpayers.

However, it was not until recently that the Department of Defense put forward the necessary funds and personnel to do the job.

A Munitions Board Industry Advisory Committee, composed of representatives of 11 manufacturers of such equipment selected to reflect a cross-section of the industry by size of company, is collecting data necessary to complete the work. A subcommittee is considering the particular problem of compressors.

Industry circles consider the problems involved in refrigeration compressor standardization to be fairly formidable, and general opinion is that some program may be agreed upon for components and such things as suction line location, etc., and undertaken without regard to what

(Concluded on Back Page, Column 1)

Independent Dairies Seek Laws To Stop Equipment 'Giveways'

NEW YORK CITY—The Independent Milk Marketers of New York City, an organization of dairy firms, is said to be taking steps to seek some new legislation that will eventually prohibit dairy companies from "giving or lending" refrigeration equipment to milk retailers.

These independent dairy operators apparently would like to get the type of administrative action recently put into effect by the Milk Industry Director of New Jersey, whereby dairies were prohibited from such practices, and permitted only to sell or rent refrigeration equipment to retailers, and then under such specified conditions that they get no special "edge" over the regularly established distributors and dealers.

What the Independent Milk Marketers group is apparently shooting for is some sort of enabling legislation that would give the New York Milk Market Administration power to regulate such practices.

The New York Milk Market Administration, working in conjunction with the U. S. Department of Agriculture, has the responsibility of getting for the farmer a minimum price for his milk. This includes jurisdiction over many factors which go into the pricing of raw milk. However,

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Kelvinator, Leonard Shift Executive Sales and Marketing Personnel



J. W. KEUPING

C. W. COWARD

H. L. TRAVIS



H. A. VALENCOURT



F. J. WORDEN



W. L. JEFFREY



F. E. HOWELL



R. L. RUNKLE



W. G. KRONAUGE



J. B. JOHNSON



R. A. DEMMER

BROAD REALIGNMENT of executive sales and marketing personnel at Kelvinator and Leonard resulted in the above individuals being named to the following positions:

Keuping is assistant general sales manager; Coward continues as merchandising manager but will also supervise new product development; Travis is manager of retail distribution.

Valencourt is manager of wholesale distribution; Worden is manager of home freezer sales; Jeffrey becomes sales manager of refrigeration and range products; Howell is sales manager of the Leonard Div.

Runkle is manager of marketing and organization; Kronauge is sales manager of special products; Johnson is manager of laundry equipment sales; Demmer is eastern regional manager.

G-E Div. Appoints Stehle Southeastern District Mgr.

LOUISVILLE, Ky. — Appointment of Edward L. Stehle as southeastern district manager of General Electric Co.'s major appliance division has been announced by H. A. Warren, manager of distribution.

Stehle, who will be located at district headquarters in Atlanta, Ga., was manager of the Pittsburgh office of the division since 1949. In his new position he will be responsible for sales of major appliances in the eight-state area of North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, and Kentucky.

Stehle joined General Electric in January of 1946 in Pittsburgh as district representative for vacuum cleaners and automatic blankets. During the war he served as an instructor in the Army Technical Training Command at the Republic Aviation Co. plant in Farmingdale, Long Island, and later as an officer in the Merchant Marines.

Aug. Plant Washer Sales Up Over July, Year Ago

CHICAGO—Factory sales of standard-size household washers in August were up 22.6% over July and 6.5% over the like month last year, it was reported by the American Home Laundry Manufacturers Association. The association said August sales amounted to 254,537 units, compared with 207,593 in the previous month.

Plastics, Refrigeration Industries Agree To Agree on What's White

WASHINGTON, D. C.—The plastics industry in cooperation with refrigerator manufacturers have selected a shade of white that will be considered standard for the production of refrigerator parts made of polystyrene plastics, according to the Commodity Standards Div., U. S. Department of Commerce.

The selection has the endorsement of a standing committee of the industry representing all interests.

"The problem of matching white plastic parts with the white porcelain enamel or other surface finish of refrigerators has been under consideration for some time," the division said. "Slight differences in appearance between the parts assembled in the refrigerator are very objectionable to both the refrigerator manufacturer and the purchaser. Therefore, it was often necessary to resort to extensive experimentation to develop a satisfactory shade of plastic material."

"With the adoption of this standard for the plastics industry, refrigerator manufacturers and plastic molders will be spared much of that costly experimentation and the customer will be better pleased."

The publication containing colorimetric data and other information on those colors may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for five cents per copy.

HOUSEHOLD REFRIGERATION

Admiral Corp. Consolidates Refrigerator Production

CHICAGO — Admiral Corp. announced recently the consolidation of all refrigerator production at its Midwest Mfg. Corp. subsidiary at Galesburg, Ill.

Heretofore the company produced only its 11 and 12-cu. ft. refrigerators at Galesburg. Under the new production program announced by Lee H. D. Baker, vice president-appliances of Admiral, the 7 and 9-cu. ft. refrigerators also are being manufactured at the new Galesburg plant which was purchased in March, 1950.

He said the consolidation move will result in a more efficient operation, will enable the company to keep a close watch on quality control, and also will permit mixed-car shipments to distributors from one point.

McNeil-Moore Succeeds Delaney's In Birmingham

BIRMINGHAM, Ala. — McNeil-Moore, Inc. has succeeded Delaney's, Inc., Second Ave., N. at 17th St., as authorized dealer for Kelvinator, Maytag, International Harvester, and ABC appliances.

The new owners, John A. McNeil and W. K. Moore, have been connected with Delaney's for the past four years.

Kelvinator Distributors Will Get '53 Plans At Oct. 27 Meeting

DETROIT—Kelvinator will hold its annual business meetings for zone and distributor sales and advertising personnel the week of Oct. 27 here.

D. A. Packard, general sales manager, said the meetings would cover 1953 product information on both Kelvinator and Leonard lines, business outlook, and advertising and sales planning.

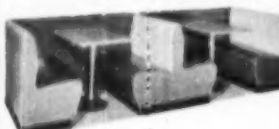
Form New Conn. Firm To Distribute Admiral Products

CHICAGO — Maurice S. Despres, chairman of Dale-Connecticut, Inc., of New Haven, and Admiral Corp.'s first distributor, has announced the transfer of the distribution of Admiral products to a newly-formed firm, Connecticut Appliance Distributors, Inc.

Dale will continue to distribute electronic parts and special equipment.

George R. Wolf, former president of Dale-Connecticut, will be president of the new company while Despres will become board chairman and will continue on the Admiral board.

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TYPHOON AIR CONDITIONING CO., Inc.
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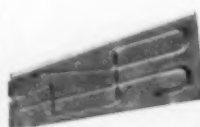
RELY ON REYNOLDS Complete Fabricating Service for ALUMINUM REFRIGERATOR EVAPORATORS



You can count on consistently top quality refrigerator evaporators if they come from Reynolds Aluminum Fabricating Service. No other material offers the serviceability of rustproof, stainproof, light yet strong aluminum. No other material offers a better combination of economy and efficiency in rapid heat conduction. Reynolds embossed aluminum sheets add to evaporator rigidity, provide surfaces that resist scratching. Anodizing provides positive corrosion resistance.

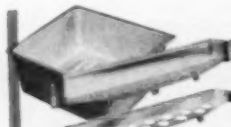
Refrigerator evaporators, as well as bright color-anodized aluminum refrigerator shelves, door trays, crisper pans and other parts are mass-produced by Reynolds Aluminum Fabricating Service to quality standards exceeding industry requirements.

Reynolds engineers will be glad to work with you on your present needs or on development work for future models. Contact your nearest Reynolds office listed under "Aluminum" in your classified telephone directory, or write Reynolds Metals Company, Parts Division, 2053 South Ninth Street, Louisville 1, Kentucky.



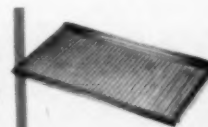
FREEZER LINER PANELS

Reynolds Aluminum embossed, anodized or anodized home freezer liner panels are shipped flat with tubing brazed in position for fast assembly.



REFRIGERATOR PANS, TRAYS

Reynolds Aluminum crisper pans and bottle, dairy, egg and utility trays are produced with color-anodized trim to your specifications.



REFRIGERATOR SHELVING

Reynolds one-piece color-anodized aluminum shelving provides rigid construction plus a corrosion-proof and chip-proof finish.



VERTICAL FREEZER SHELVING

Reynolds Aluminum vertical home freezer shelves are rigid, durable, attractive. Available in plain, anodized or alodized finishes.



October is ABC Month



What Dealers Can Do For Salesmen

Mort Farr Tells Group That They Must Inspire Salesmen, Pay Them Well, Let Them Take Part In Management To Get Best Results

RICHMOND, Va.—"As an industry, we've neglected some mighty important groundwork for our salesmen at all levels. We've forgotten to do any human engineering."

So Mort Farr, president of the National Appliance & Radio-TV Dealers Association, told the Electrical, Radio & Refrigerator Club here in outlining a five-point program designed to "correct the flaws in our sales forces."

Said Farr: "We've never taken the time to implant dreams about our industry in the minds of . . . youngsters. More serious, we don't even bother to do it when they grow up and actually become a part of this industry of ours."

"Yet, how can we expect a man to do his best if he's not proud of the thing he is doing? We should start in the schools, not just the home economics classes but in the areas attended by boys, too. And we should carry it on in our own places of business."

"It can't come from words alone, though. False statements are worse than none at all. It must come from our own selves. . . ."

"We must feel good about the things we're doing and the way we're doing them and the effect on the folks we serve. Not until that happens will our salesmen have a chance to have the pride in our business that

is the first step toward their success."

"How often do we really awaken in our men the spirit of competition that we ourselves feel? Do they feel it's important that they know their merchandise, its features, how to take the back off, how to operate it expertly—better than other men on the sales force, better than competition? That kind of competitive feeling is critically important to the later one of how much business is written up."

DO WE KNOW OUR SALESMEN?

"Do we know these men as people and friends? Have we taken the time to earn their affection and respect? Is our relation with them such that they'll try a little harder because they want to please us, not just because they may get their territory cut or lose their job?"

"The faults of our salesmen are ours. Maybe we chose them wrong. Certainly we trained them either inadequately or wrong, and obviously we failed to give them that other kind of intangible leadership so important to their and our success."

Farr then proposed these corrective moves:

"1. More contact between top management and the sales people; daily educational and inspirational meetings. It means work for us, in shaping up programs, being there, originating reasons for the men to be

there and get something out of it, but it's worth it."

"2. More participation in the business by the salespeople. Sure we're important and we have excellent judgment, but wouldn't you try a little harder to sell a product you'd recommended to your boss?"

"These fellows have some good advice for us in among the gripes and excuses that are part of the business, too. Let's look for and listen to that advice. It's worth money in itself and in better salesman morale."

"3. Diversify incentives. It's like changing a store window or an ad. Fresh appeals mean as much to salesmen as they do to customers."

"Try prizes, bonuses, unusual competitions, something with a touch of gambling in it. Use the competitions manufacturers and national groups of manufacturers and utilities offer."

READ TRADE PAPERS

"Read the trade papers and pick up some of those hordes of fresh, business-stimulating ideas around our national convention—which will be held at the Conrad Hilton in Chicago, Jan. 11, 12, and 13 of next year."

"4. Be the man you want him to become. You expect him to be pleasant, patient, aggressive, personally concerned about each sale, out after business when it's not coming to the store."



DEHUMIDIFIER

KEEPS

BRIDE'S

GOWN

FRESH

Florence Dodge, of the Ben Avon Presbyterian church, Pittsburgh, adds last touch to her make-up in the church's basement powder room. The church recently refurbished the room and installed a Westinghouse dehumidifier in keeping with the trend whereby an estimated 60% of the brides now are dressing at the church. Reason given for the trend is that riding in an automobile wrinkles delicate wedding gowns. Excess moisture in the air this summer did almost as much towards wrinkling wedding gowns as automobile rides until the church installed the dehumidifier.

"Show him by example as well as words. It pays off in respect as well as results."

"5. Be generous. Help him make money. Take pride in his success. Don't look enviously at his earnings as they show up on your books. Let the others know how well your best man is doing and hope that all will do better in the future. Good men cost money nowadays and bring the boss even more."

MANY FINANCIAL ERRORS

Farr concluded: "An examination of our business operations shows many serious financial errors. We pay too much for our merchandise or else we sell it at too low a price. Our rents and freight rates are much too high."

"We are going to have to make some major adjustments as an industry in the near future to correct these faults that show up in costs of doing business studies."

"But the one corrective step that can be taken today which will bring the largest and most immediate returns is to know our salesmen better, to recognize their importance to us more fully, to try a little human engineering with them to make them happier, more dynamic, and more productive."

"The better results this can bring are equivalent to extra discount, and much faster and easier to get."

Stevenson Favors Strong Price Discrimination Law

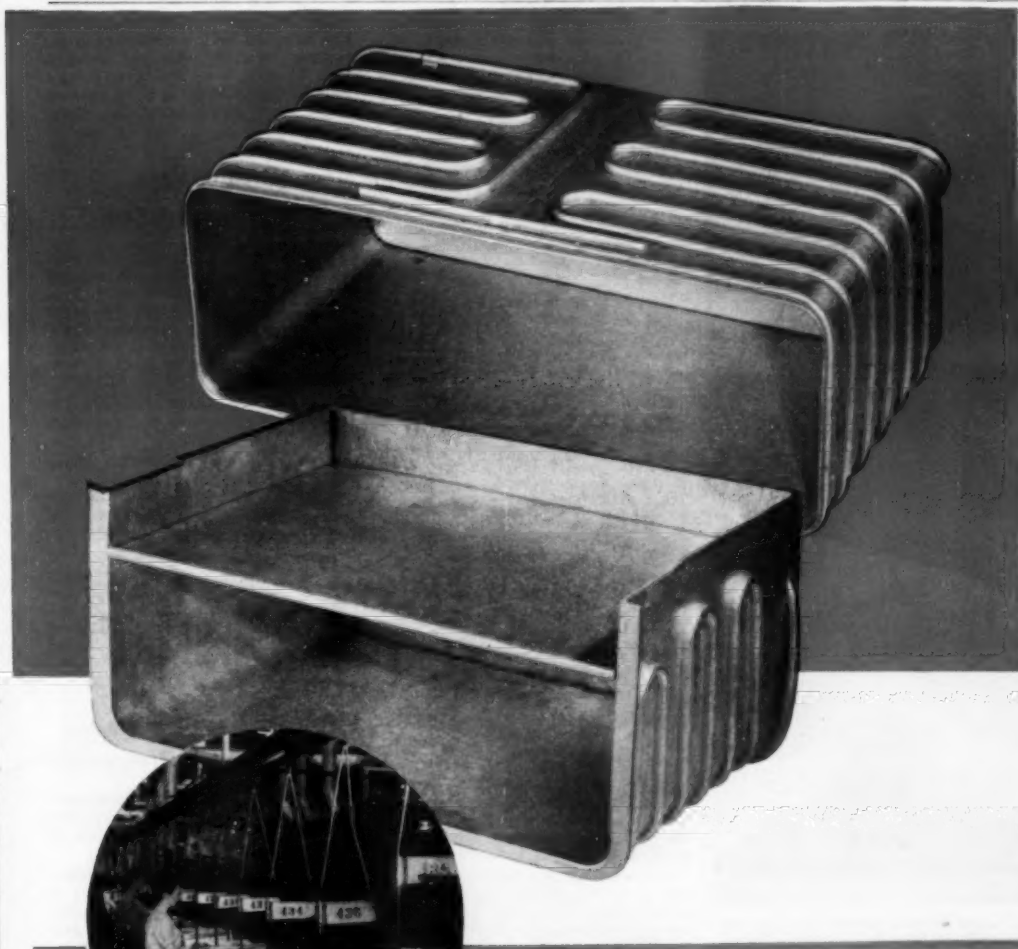
SPRINGFIELD, Ill.—Gov. Adlai E. Stevenson is expected to oppose enactment of amendments which allegedly would weaken the Robinson-Patman Anti-Price Discrimination Act when he issues a detailed statement on his views on the subject.

The Democratic presidential candidate said recently that he was in favor of the goals of the Robinson-Patman Act when it was passed in 1936 and that he still is.

He added, however, that he was not entirely familiar with the issues pertaining to the law which have developed in recent years. He said he intended to release a comprehensive statement on the matter in the near future.

Some members of the council charged that since this ruling was handed down, "big business" has put the heat on Congress to amend the act so that good-faith meeting of competition would be a complete defense in all Robinson-Patman proceedings regardless of who originated them.

These council members claimed that such legislation would weaken the act and signal a return to ruthless competition which would endanger small business.



Reynolds production operations, on evaporators as well as on other refrigerator parts, are largely handled on automatic equipment . . . another reason why you can be sure of consistently high quality when you rely on the complete Reynolds Aluminum Fabricating Service.

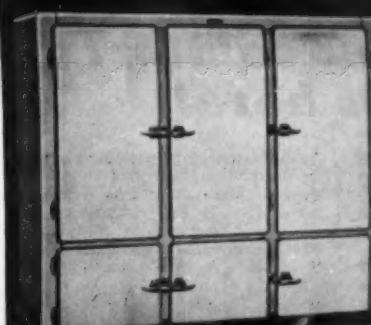


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with "Grad-U-Matic" AIR CONDITIONING "Lifetime" PORCELAIN OR STAINLESS STEEL EXTERIORS

UNDERWRITERS APPROVED

More and more — hotels, schools, cafeterias and institutions of every type are turning to the famous P-H Line for refrigerators that will stand up and take it year after year! Choice of 51 Reach-In Models from 20 to 90 cu. ft. capacity — Remote or self-contained. See your nearest P-H Dealer.

Write for illustrated Brochure on Genuine P-H "Lifetime" Porcelain Enamel Finish and "Scratch-Stop" Test.



PUFFER HUBBARD MFG. CO.
GRAND HAVEN, MICHIGAN

Reach-In and Pass-Thru Cabinets — Beverage Coolers — Dough Retarders — Baked Goods Freezers — Dairy-Delicatessen Cases



RESULTS in MINUTES ...NOT HOURS!

Thawzone starts to eliminate moisture as soon as it mixes with the refrigerant. Time is not lost waiting for the refrigerant to pass through a cartridge many times. You are able to put the unit back into operation promptly without further freeze-ups.

1. Thawzone reaches all parts of the unit.
2. Actually destroys moisture.
3. Not a mere antifreeze.
4. A patented invention.
5. Cannot be copied.
6. No pressure drop possible.
7. Not subject to oil clogging.
8. Neutralizes acids and prevents corrosion.
9. Costs less.
10. Only about \$6 per lb. of refrigerant treated.
11. One product for all "Freon" and methyl units.
12. Only 1/2 oz. per lb. of refrigerant required.

THAWZONE
THE LIQUID DRIER



October is
ABC Month

Chicago Site of January NAHB Convention, Show

CHICAGO — The 1953 convention and exposition of the National Association of Home Builders will be held in Chicago Jan. 18-22 at the Conrad Hilton hotel, the organization announced.

More than 250 manufacturers of building materials and home equipment will display their products in the exposition hall, mezzanine, and third floor of the hotel. Because all regular spaces were sold out on the first day of space assignment, the association has also taken over large areas of the sixth floor which are available to manufacturers in the order in which applications are received.

Convention sessions will cover current housing issues and the latest developments in construction methods.

All persons connected with the home building industry are eligible to attend the party.

Norge Resumes Washer Production After Strike

CHICAGO — Production of Norge washing machines returned to normal at the company's Herrin, Ill. plant on Oct. 16, reports George P. F. Smith, president of the Norge Div., Borg-Warner Corp.

Smith said production had been curtailed during the past several weeks by a strike in the plant of a primary supplier for Norge. Full production is anticipated on both the conventional and automatic washers, he said.

Ceilings Can Be Raised On Some Appliance Parts

WASHINGTON, D. C. — Major appliance manufacturers whose products are priced under Ceiling Price Regulation 22 or one of its supplementary regulations and whose repair and replacement parts are priced under the Ceiling Price Regulation are authorized to raise parts prices by the same labor, materials, and overhead cost adjustment factors as were used for their products.

Authorization to do so was given by the Office of Price Stabilization in SR 36 and amendment 56 to CPR 22. The action became effective on Oct. 13.

Use of these orders is optional until 10% of the parts made are covered by them. Then they must be used to figure ceilings for all parts. For parts not sold during the base period, ceiling prices are figured under CPR 161.

These orders have no effect on Capehart adjustments of parts ceilings. Applications for Capehart adjustments can be made as an alternative.

Dexter Raises Prices of Wringer Washers by 5%

FAIRFIELD, Iowa — An increase of about 5% in the prices of its wringer-type washing machines has been announced by Dexter Co., with the boost to apply on all orders received after Oct. 20. The raise was blamed on higher costs of materials. Prices of the company's automatic washers, dryers, and ironers remain unchanged.

Dairy Equipment--

(Concluded from Page 1, Column 5) under the present New York state law governing the activities of this administrative agency, there are apparently no powers to prevent "give-away" practices. What the Independent Milk Markets apparently are aiming for is legislation that would provide such powers.

Trade sources declare that the "equipment racket" used for competitive purposes by New York City dairies has really gone out of bounds.

Some practices, it is alleged, included not only the giving away to the milk retailer equipment for storing and merchandising his milk, but also such unrelated products as air conditioners. It is further alleged that in some instances the milk retailers obtained loans from their suppliers for the purchase of certain equipment.

Ireland, Bundy Executive, Dies After Long Illness

DETROIT — William C. Ireland, 55, assistant to the president of Bundy Tubing Co. and formerly vice president and general manager, died Oct. 12 after a long illness.

He is survived by his wife; three sons, Robert, Tom, and Hugh; a daughter, Nancy; and a brother, David B.

Ireland, a member of the Society of Automotive Engineers, began his career with the old Ireland & Matthew Mfg. Co. in Detroit where he became an officer.

In the following years he became vice president of Detroit Metal Specialty Co. and vice president and general manager of Eaton Mfg. Co. of Cleveland. He later held the same position with the Standard Products Corp. of Detroit.

Ireland joined Bundy Tubing Nov. 9, 1942, as vice president and general manager. He was promoted to the position of assistant to the president in August, 1952.

G-E Boosts Prices \$10-\$20 On 3 Television Sets

SYRACUSE, N. Y. — The General Electric Co. has announced list price increases of from \$10 to \$20 on three of its 15 television receivers.

A 17-in. console, without doors (model 17C125), was increased from \$289.95 to \$299.95. Two 21-in. deluxe consoles, with half doors, were increased from \$449.95 to \$459.95 (model 21C214), and from \$449.95 to \$469.95 (model 21C206). The new prices are eastern list prices and are slightly higher in the west and south.

Arthur A. Brandt, general sales manager of the receiver department, said, "a recent review of the cost structure of our entire TV line made the price adjustments necessary."

Cory Advances Wallace to Midwest Div. Sales Mgr.

CHICAGO — John Wallace, formerly sales manager of Fresh'n-Aire Co., a product division of Cory Corp., has been advanced to the position of midwest division sales manager of Cory, the company announced.

Wallace will supervise the activities of the Cory regional sales force people headquartered in Detroit, Chicago, Milwaukee, Minneapolis, St. Paul, and Omaha.

He will manage all activities of the Cory midwest sales division in respect to the products of Fresh'n-Aire as well as all commercial and domestic products of the Cory and Micro home appliance lines.

Francis Marion To Be First Air Conditioned Hotel In Charleston

YORK, Pa. — York Corp. announced that it has received a contract to furnish equipment for a complete year-round air conditioning system for the Francis Marion hotel, Charleston, S. C.

The hotel is the largest in Charleston and one of the leading hostels in the south. It will be the first fully year-round air conditioned hotel in that region, it was reported.

Utilizing York's new unitary air conditioning system, the 12-story Francis Marion will be both heated and cooled by the same system. Yet, according to Stewart E. Lauer, president of York, the hotel "will undergo no observable architectural or structural changes, except for small, architecturally correct air intake grilles located on the outside walls."

Each guest room of Charleston's tallest building will be equipped with a York unit which permits individual control of both ventilation and temperature while maintaining proper humidity conditions.

No ductwork is needed with this particular type York system, it was pointed out. Chilled or hot water is provided for cooling or heating required.

In addition to the York unitary system, the Francis Marion has purchased a number of hermetically-sealed York self-contained air conditioners. These units will cool the lobby, dining rooms, ballrooms, etc.

The hotel's air conditioning system was designed by the consulting engineering firm of Newcomb & Boyd Co., Atlanta, Ga. The over-all air conditioning contract is being handled by Reliance Engineering Co., Charlotte, N. C.

Scher Named Vice Pres. Of IT&T Distributing Corp.

FT. WAYNE, Ind. — Appointment of Martin L. Scher, formerly general manager of Emerson-New York, Inc., as vice president and general manager of the recently organized IT&T Distributing Corp., New York City, was announced here by F. D. Wilson, president.

The new corporation is factory distributor for Coolerator and Capehart products.

Prior to his association with Emerson-New York, Scher was general sales manager of both Motorola-New York, Inc., and the New York distributing division of Admiral Corp.

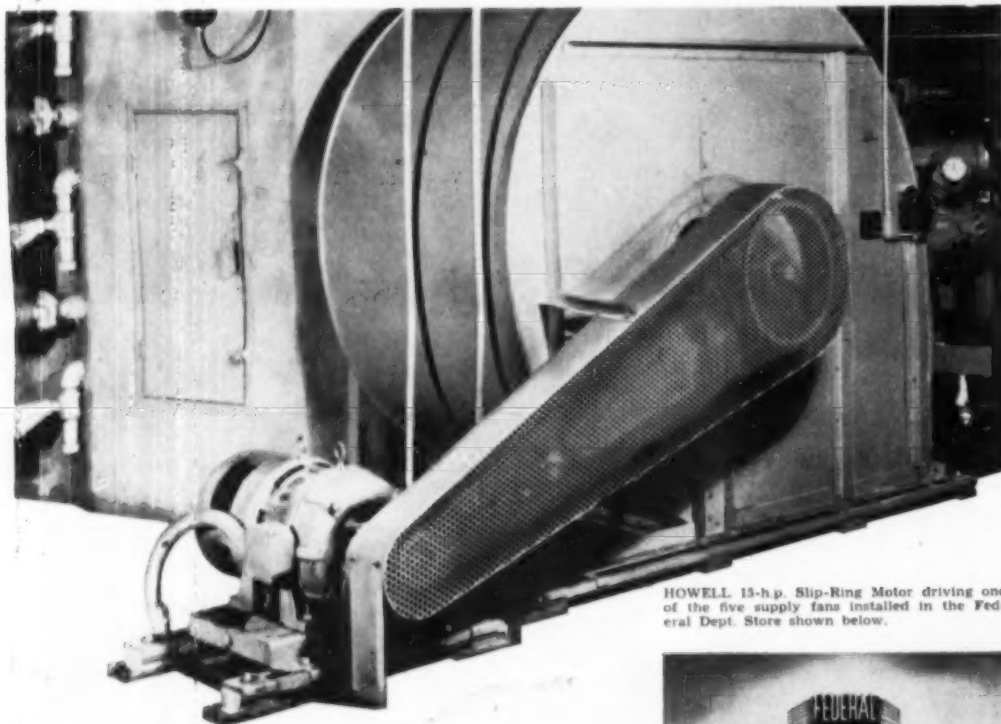
He has also served as manager of the Electronic Research Supply Agency and an executive of the Office of Price Administration, practiced law for 14 years, and operated the now-terminated Martin L. Scher Sales Corp., New York City manufacturers' representative.

Chambers Moves Its Sales, Ad Offices to Indianapolis

SHELBYVILLE, Ind. — Chambers Corp. announced that its sales and advertising offices have been moved to Indianapolis.

Departments included in the move to 2464 N. Meridian St., site of a Chambers merchandise center, are sales, advertising, service, order and billing, and traffic. Executive offices, purchasing, production, and engineering departments remain at Shelbyville.

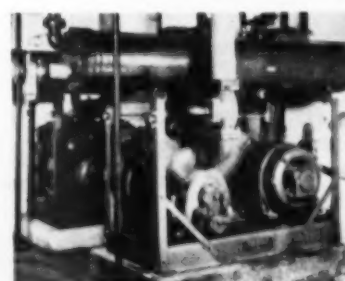
The company said the move was made "to better coordinate its service to dealers and distributors."



HOWELL 15-hp Slip-Ring Motor driving one of the five supply fans installed in the Federal Dept. Store shown below.



Typical of the beautiful Federal Dept. Stores is this one at Grand River and Greenfield, Detroit.



Two 75-hp. Howell Motors drive these compressors in another Federal Dept. Store in Detroit.

Customer comfort starts here!

The tremendous growth of the Federal Dept. Stores in the last few years has placed Federal's in the front ranks of the nation's retailers. Their success has been based on high-quality merchandise, reasonable prices, convenience and customer comfort. To a great degree, customer comfort depends on air conditioning.

Like Federal's, smart retailers across the country know the effect of air conditioning on sales—they really depend on it. That's why no smart air conditioning manufacturer, engineer or contractor would risk breakdowns, expensive servicing and customer ill will by supplying or installing less-than-the-best equipment. It's no wonder Howell Motors have been used so extensively on compressors and supply and exhaust fans on jobs for Federal's.

Howell Part-Winding-Start Motors are ideal where un-

loaded starting is provided or reduced voltage control is required. By using this type motor, you'll get substantial savings in the cost of control equipment. Sizes range from 20 to 150 h.p. at 1800 r.p.m.

For the department store jobs you do, or any of your other air conditioning and refrigeration installations, precision-built Howell Motors are your best bet, too. You'll find any motor you need, from 1/6 to 250 h.p., in the complete Howell line. And you'll be surprised to learn that you can often save money by buying direct from your Howell representative! That's worth looking into! Why not call the Howell man in your city today?



HOWELL MOTORS

HOWELL ELECTRIC MOTORS CO., HOWELL, MICHIGAN
Precision-built industrial motors since 1915

OPEN THE DOOR... to EASIER-SOLD HEATING JOBS AT MORE PROFIT EACH!



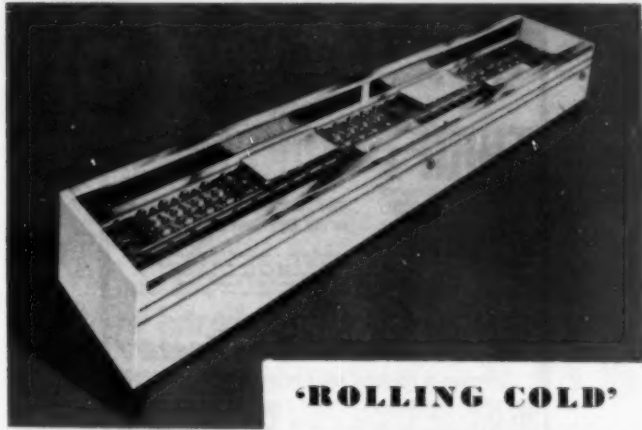
Glycolator the low cost, automatic appliance for control of air-borne viruses and bacteria — added to your heating job proposal, makes your installation worth a lot more!

It's easy to interest your prospects in germ control and deodorizing. Easy to install on furnace or stack. Commercial, large capacity sizes also available.

For complete information, prices and dealer franchise information, write

Glycolator VALENCIA, PA. DEPT. B-5

Commercial Refrigeration



•ROLLING COLD•

Tyler Product Aids Packing Perishables

NILES, Mich.—Tyler Fixture Corp. has recently introduced a completely new product for food stores called "Rolling Cold."

The Rolling Cold continuous refrigerated trough applies the principle of "high level" refrigeration originated by Tyler, and is said to present a solution for one of the few remaining problems of the food store operator in connection with his handling of perishables packaging on a store level.

The primary function of the Rolling Cold refrigerator is to keep all perishable products, particularly meat, under temperatures of from 30 to 35° F. during the period while they are being wrapped, weighed, and stamped with price.

It makes it possible for the wrappers, weighers, and scalers to work in normal room temperature with product that is under temperatures much colder than those in any air conditioned room and thereby gain not only personnel efficiency but better control over the product which is being packed both from the standpoint of

temperatures and humidities, it is pointed out.

According to Tyler, real savings result from the use of the Rolling Cold refrigerated trough in view of the fact that it is not necessary to isolate a room for packaging purposes. This saves space and makes possible remodeling in present markets in view of the fact that all public health rules are met by Rolling Cold which occupies a very small space in the rear of the store.

As an interesting sidelight in connection with the development of its new product, Tyler reports that this piece of equipment has unusual adaptability for use as a display fixture on the floor of the store proper and the company has announced plans for this development in the very near future.

Full production on this commercial refrigerator is expected during the month of November. A continuous 16-ft. Rolling Cold unit will be exhibited at the National Association of Food Chains Convention in Miami the latter part of October.

First Quarter Structural Steel Will Allow Only Few New Project Starts

WASHINGTON, D. C.—Allotments of structural steel for the first quarter of 1953 which, in general, will allow continuation of all construction in the country already started but will permit only a limited number of new starts, were announced recently by the Defense Production Administration.

Ralph S. Trigg, DPA Deputy Administrator for Program and Requirements, pointed out that, with a few exceptions, allotments of structural steel are limited to the advance allotments previously made for the first quarter of 1953, and reflect the loss of steel production caused by the steel strike.

The only new starts permitted in industrial expansion, commercial and municipal construction, will be those directly essential to the defense program.

"We are following our policy of granting military and atomic energy requirements in full," Trigg said. "In limiting most other structural steel allotments to the amount of advance allotment authority, we are trying to achieve a normal carryover of undelivered structural steel orders by as early in 1953 as possible."

"Catching up with outstanding allotments of structural types of steel will take longer than with other types of steel because of the excessive backlog of structural orders already on the books at the time of the strike and because of the greater relative loss of production of structural steel."

Stelpflug of Hussmann Says Proposal To Lease Equipment to Supermarkets Unwise

ST. LOUIS—Supermarket operators, especially local chains, have been putting the heat on fixture manufacturers to work out a system for leasing equipment, but the idea seems to be neither practical nor wise according to W. J. Stelpflug, vice president of Hussmann Refrigeration, Inc.

Speaking at a customer development clinic held recently by the National-American Wholesale Grocers' Association, Stelpflug said he didn't think any acceptable leasing method could be developed.

And he indicated that he thought it wouldn't be good for the industry if operators could get into the market business without investing in either building or fixtures and paying cash only for merchandise to stock their store.

"If we are going to make it so easy for anyone to put up a supermarket or to modernize," Stelpflug declared, "you'll get a lot of people going into business who perhaps should not."

Sound credit terms are necessary to control, in a normal way, the distribution system."

He added: "There is a danger signal in that pressure is being applied for these lease deals. Either the markets are not making a satisfactory profit or their financial structure is weak."

Discussing new developments in equipment, Stelpflug said improved display of frozen foods will be possible with the development of cabinets

which will incorporate the shelving principle.

He also stated that refrigerated packaging tables would eliminate the cost of air conditioning entire pre-packaging rooms.

The Hussmann executive said that although modernization of supermarkets will continue at the present rate, the peak has passed in expansion. Many large chains, he pointed out, are now limiting expansion to new population centers due to financial and competitive conditions.

McCray Chicago Branch Now In Larger Quarters

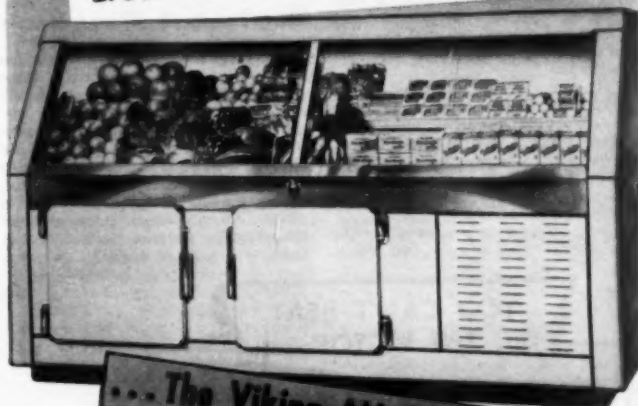
CHICAGO—Providing for increased sales activity in 1953, the Chicago branch office of McCray Refrigerator Co., Inc. has moved from 3305 N. Halsted St. into larger quarters in the midst of Chicago's "Fixture Row" at 1225-27 W. Madison St.

The new building, which is 100 ft. deep with a 45-ft. front, will house the headquarters of the increased sales staff and the store planning department and provide display space for the McCray line.

Parking space is provided in the rear of the new site for visiting patrons. The building provides area for service department headquarters and shop with a section devoted to the display of used equipment.

Branch manager is Gerry Brandt, according to the announcement.

New Income-Booster...



Self-Contained DISPLAY CASE

NOW... a complete self-service department in just one refrigerated case! Your customers can use the new Viking All-Purpose Case to display any combination of these products at the same time: vegetables, fruits, dairy products, delicatessen items, bottled goods, smoked meats. Viking Dew Mist Control allows positive moisture control.

Porcelain front and top, gleaming stainless steel trim. 8' and 10' lengths. Self-contained... for easier, more economical installation... convenient moving to new locations in the store. Offer your customers the profit-making case they want... the all-purpose Viking... and make more profits yourself!

Mail Coupon TODAY

SINCE 1904



VIKING REFRIGERATORS, INC.
7500 Wilson Avenue
Kansas City, Missouri
☐ Send me more information about Viking's new All-Purpose Case.
☐ Tell me about the availability of Viking franchises in my area.

Name _____
Firm _____
Address _____
City _____ State _____

VIKING REFRIGERATORS, INC.
7500 Wilson Ave., Kansas City 3, Mo.

Scouting reports prove conclusively: A lack of cash is strong support for most sales resistance. Many of your prospects expect and need to buy on time.

Learning your customers' needs is half the battle. And with the COMMERCIAL CREDIT PLAN, you're offering "brand name financing" millions of time buyers prefer.

Scoring is easy! With COMMERCIAL CREDIT PLAN you offer immediate use, reasonable rates and 2 to 3 yrs. to pay, sales resistance is less... closing sales is easier.

Win 2-ways!... COMMERCIAL CREDIT PLAN offers you expert credit and collection service plus lower accounts receivable. It provides valuable cash for other important uses.

WRITE, WIRE OR PHONE your nearest COMMERCIAL CREDIT office for complete information and facts on how many Distributors and Dealers are successfully using our PLAN. Phone the COMMERCIAL CREDIT office in your city or write or wire COMMERCIAL CREDIT, 14 Light St., Baltimore 2, Md.

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore
... Capital and Surplus over \$125,000,000 ... offices in principal cities of the United States and Canada.

San Joaquin Dealers To Confer on TV Arrival

BAKERSFIELD, Calif.—In anticipation of the arrival of television in central California during the coming year, the Annual Salesmen's Appreciation Dinner of the Bakersfield Radio-TV & Appliance Dealers Association will be preceded by a conference of appliance and television dealers from throughout the entire San Joaquin Valley on Oct. 28, John B. Gray, president of the Bakersfield organization announced.

P. B. Urner of the conference committee and western regional vice president of the National Appliance and Radio-TV Dealers Association has invited NARDA members from all over the state of California.

Banquet speaker will be Mort Farr, NARDA president. Jack Otter, vice president of Philco Corp., will give the luncheon address. Consecutive sessions in the afternoon will be led by Les Hoffman, president, Hoffman Radio Corp., covering television, and Gordon Boyle, sales manager, O'Keefe & Merritt, covering white goods.

Texas Freezes 5 Times More Food Than Is Canned, Wyoming Follows Suit, USDA Finds

WASHINGTON, D. C.—Reports to the Extension Service, U. S. Department of Agriculture, from Texas and Wyoming show that freezing foods is much more popular in those states than canning.

About five times as much food was frozen as canned in Texas in 1951 and about two and a half times as much was frozen as canned in Wyoming, the reports indicated.

Approximately 24½ million lbs. of vegetables, fruits, and meats were frozen in Texas and some 2½ million qts. or 5 million lbs. canned. In Wyoming, there were close to 2 million lbs. of vegetables, fruits, and meats frozen. Something over 350 thousand qts. or 700 thousand lbs. of these same products were processed by canning.

Of the 207,500 families assisted in 1951 by Texas Extension workers, 32,680 had home freezers and 36,470 used frozen food lockers, the extension service said.

August Freezer Sales Best In West Penn Area

PITTSBURGH—August sales of food freezers by dealers in southwestern Pennsylvania were the highest for any month of 1951 or 1952, the West Penn Power Co. reported recently. During that month, these dealers sold 504 units as compared with 452 for the same month last year.

Dryers recorded a new high for any August, while automatic washers had their best month of the year. However, every other household electric appliance sold in less volume than in August, 1951.

The comparative figures for August, 1951 and August, 1952 were as follows:

Appliance	1951 August	1952 August
Refrigerators	2,141	1,807
Freezers	452	504
Room Coolers	44	33
Ranges	876	844
Garbage Disposers	34	31
Dishwashers	46	37
Clothes Dryers	230	253
Ironers	175	97
Washers, Automatic	450	481
Washers, Conventional	1,338	1,133
Vacuum Cleaners	654	403
Water Heaters	381	325

Store's Freezer-Food Dept. Adds Full-Time Food Expert

IDAHO FALLS, Idaho—So important has the freezer-food plan department of Brown's Furniture & Appliance Store here become in the over-all sales picture of the firm, that a full-time food economist has been added to the staff.

She is Mrs. Mickey Sedgwick, who has had more than 10 years' experience in the frozen foods industry.

Mrs. Sedgwick was introduced to the public via a special quarter-page newspaper display advertisement. She will assist freezer-food customers in meal and food-budget planning.

CVPS Appoints Roberge Appliance Sales Mgr.

RUTLAND, Vt.—Leonard A. Roberge, sales supervisor of Central Vermont Public Service Corp.'s Brattleboro store, has been named appliance sales manager of the company, it was announced by Chester B. Eaton, vice president and general commercial manager.

Patrick H. Mangan, Jr. of Rutland has been named to succeed Roberge in the Brattleboro store. Roberge first started with CVPS as a stockman at the Rutland store in 1936, moving from that position to salesman. He became sales supervisor in Brattleboro in 1946.

Freezer Owners Names Editor of New Publication

NEW YORK CITY—Freezer Owners Association of America, a non-profit trade organization providing services to the freezer owner, has announced the appointment of Marie Armstrong Essipoff as editor of the organization's new publication, "Home Freezer News."

Author of "Make the Most of Your Home Freezer," Mrs. Essipoff will also serve in an advisory capacity to the Freezer Owners Association members and will participate in the radio programs sponsored by this group, according to John Bess, FOA founder.

"Home Freezer News" will be available not only to the purchasers of food freezers through the Freezer Owners Association, but to anyone who wishes to subscribe to it. It will carry news of interest to home freezer owners, including recipes and ways and means of storing food, as well as timely information about the best seasonal buys.

Over 70,000 copies of Mrs. Essipoff's book have been sold since its publication last year. A new edition to keep up with the growing improvements in home freezers will soon be issued.

Another book by Mrs. Essipoff entitled "Making the Most of Your Cooking Time" will be published by Rinehart in November.

Mrs. Essipoff also writes for such magazines as *Gourmet*, *The Farm Journal*, and *Rural New York*. She is a former newspaper woman and during World War I was foreign correspondent for the *Chicago Daily News*. She has also appeared on major radio and TV network shows which are of particular interest to housewives.



HOME & FARM FREEZERS

SPEED QUEEN APPLIANCE CO. & KILMER'S APPLIANCE CO.
YOUR LOCAL APPLIANCE DEALERS... PLUS A LOCAL DISTRIBUTOR
OF FROZEN FOODS... JOIN HANDS IN A LOCAL...

THRIFT FOOD PLAN

HERE'S HOW YOU CAN TAKE ADVANTAGE OF THIS THRIFT FOOD PLAN...

CALL US NOW... THE THRIFT FOOD PLAN represents the best deal on your frozen foods. We will deliver to you the quantities of frozen foods at wholesale prices. You select the FREEZER best suited for your family needs. You pay monthly!

The Deepfreeze Home Freezer!

PURCHASED ON THE THRIFT FOOD PLAN OFFERS THE FOLLOWING:

FREEZER full of food! A full 100 lbs. of frozen foods at wholesale prices. You pay monthly! You pay monthly!

SAVE BY BUYING FOOD ON THE THRIFT FOOD PLAN!

We purchase our DEEP FREEZERS from a local distributor, by so doing you have constant assurance that you will have faster service should any mechanical difficulties occur. You... service and parts are available to you locally. 5 year guarantee on sealed-in unit. 3 year food protection plan included.

KILMER'S APPLIANCE COMPANY
287 MAIN STREET, JOHNSON CITY DIAL 7-7127

SPEED QUEEN APPLIANCE COMPANY
40 EGGAN STREET, BAKERSFIELD DIAL 5-2821 OR 5-2822 FOR INFORMATION
OPEN WEDNESDAY-THURSDAY-FRIDAY THIS WEEK TILL 6:00 P. M.

NEWSPAPER ADVERTISEMENT shared by competing appliance dealers points out an identical freezer-food plan being offered by both firms. Local food distributor and local freezer distributor cooperated in the venture.

Competitors Cooperate

Two Freezer Dealers Use One Ad, One Food Distributor To Sell Same 'Thrift Food Plan'

BINGHAMTON, N. Y.—The unusual situation of two competing appliance dealers joining hands in a promotion of home freezers popped up here when Speed Queen Appliance Co. and Kilmer's Appliance Co. cooperated with a local distributor of frozen foods in sponsoring a local "Thrift Food Plan."

The two stores used a cooperative newspaper advertisement to get over their message to the consuming public. They featured a Deepfreeze home freezer and pointed out that the units are purchased from a local appliance distributor.

"By so doing you have constant assurance that you will have faster service should any mechanical difficulties occur," said ad copy. "Yes, service and parts are available to you locally. Five-year guarantee on sealed-in unit. Three-year food protection plan included."

These steps were suggested by the two stores: "Call us now. Our Thrift

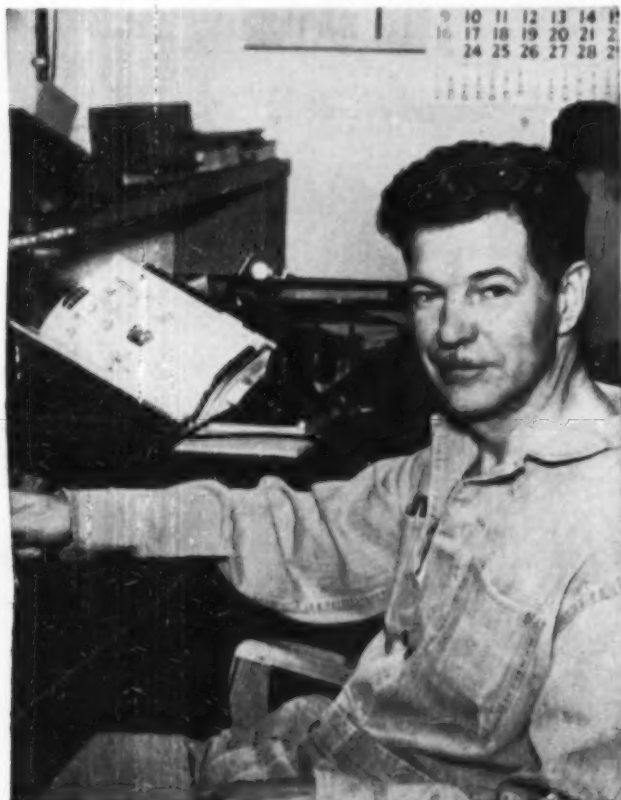
Food Plan representative will call at your home and explain the full details to you.

"When you join this food plan, you are entitled to buy large quantities of frozen foods at tremendous savings. You select the freezer best suited to your family needs. You pay monthly."

Freezer-Food Plan Patrons Buy Foods 3 Times Yearly

SPRINGFIELD, Mass.—Customers purchase frozen foods only three times a year under the Regal freezer-food plan offered here.

Operators of the plan say that savings on food bought in quantity and at wholesale prices are applied toward the purchase of a freezer, with the latter being paid for in two years. An appliance store services the freezer, wholesalers supply the food, and a bank finances the plan.



Motor Repair Shop Owner Finds KLIXON Protectors Insure Against Burnouts

SO. HARWICH, MASS.: Mr. Alfred LaMontagne, owner of the Cape Cod Electric Motor Service knows what he's talking about when he praises KLIXON Protectors. More than 200 motors pass through his shop every month.

"In my ten years of experience with electric motors, I've found that KLIXON Protectors save our customers unnecessary repairs. They're tamper-proof... and the lowest cost insurance against motor burnouts that you can get."

KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.



Manual Reset



Automatic Reset

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2410 FOREST ST., ATTLEBORO, MASS.

YOU CAN'T BEAT THE VICTOR

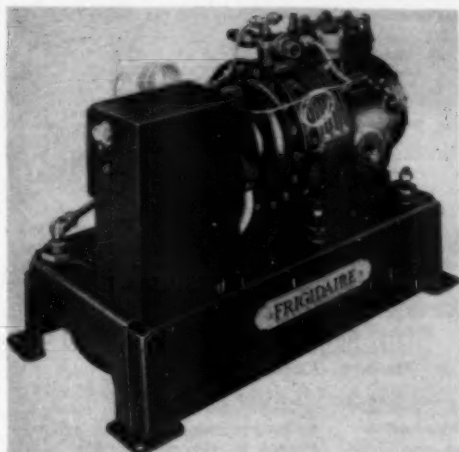
CONVENTIONAL MILK COOLERS

- Workhorse of Milk Coolers
- Proven Performance
- Proven Economy
- Proven Reliability
- Sizes: 3, 4, 6, 8, 10, 12 can and up to 20 can, upon order



For information write:

Victor PRODUCTS CORPORATION
HAGERSTOWN, MARYLAND
MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZE



FRIGIDAIRE $\frac{1}{2}$ -hp. water-cooled compressor—one of a new line of Meter-Miser units. Compressors are sealed reciprocating type with direct drive. Models come in sizes from $\frac{1}{3}$ to 7 $\frac{1}{2}$ hp. and in four types.

Frigidaire Introduces New Line of Sealed Units Ranging In Size from $\frac{1}{3}$ to 7 $\frac{1}{2}$ Hp.

DAYTON—A completely new line of sealed reciprocating compressors, called "XD (Extra Duty) Meter-Misers," has been introduced by Frigidaire Div. of General Motors Corp., according to W. F. Switzer, commercial sales manager.

Switzer said the new line is one of the most complete in the industry, with models ranging from $\frac{1}{3}$ hp. through 7 $\frac{1}{2}$ hp. in size. The compressors are also offered in four types—air-cooled, water-cooled, combination air and water-cooled, and models for use with evaporative condensers.

All moving parts are precision machined and tested to within $\frac{1}{10000}$ of an inch, it was stated. All models are backed by a 5-year warranty.

"The lightweight compressors feature an extremely compact design with a motor-compressor unit sealed against dirt and moisture," the company said. "All have direct-drive operation between motor and compressor, housed in the same casting, thereby eliminating shaft seals, belts, flywheels, and pulleys.

'LOAD SELECTOR' ADJUSTS TO VARIABLE REQUIREMENTS

"An exclusive feature is the 'Load Selector' built into the precision-made pistons, which can be quickly adjusted to meet the load requirements of each individual application.

"Proper lubrication is accomplished by means of a plunger-type lubricating pump driven from an eccentric on the end of the drive shaft, which forces oil under pressure to every bearing surface.

"There is a permanent supply of oil, and the compressor is equipped with a low pressure control. Motor windings are cooled by refrigerant gas entering the compressor body to maintain proper motor temperatures for long life. Compressor bodies are installed on spring mountings for full-floating suspension.

"The refrigerant receivers are shell-type, of copper-brazed steel construction, with a built-in fusible plug to protect against high temperatures."

Air-cooled models, ranging from $\frac{1}{3}$ hp. to 3 hp. in size, feature an exclusive, new "Super-Surface" condenser, designed to provide a faster, more efficient heat transfer, Frigidaire said.

This condenser, it was explained, is made from a sheet of steel, formed and copper brazed to provide a series of parallel refrigerant passages, with greater direct heat transfer surface than conventional condensers. Fins are used with the tubes to increase heat removal capacity even further.

NEW CONDENSER IN WATER-COOLED MODELS

The water-cooled models, of 1 hp. and under, also incorporate a newly designed condenser. It is constructed of $\frac{1}{2}$ -in. copper tubing, around which circular steel fins are hydraulically pressed 14 to the inch and drawn through a similar length of $\frac{1}{2}$ -in. steel tubing. This assembly is then spiraled around the receiver, making a compact unit.

Water, the condensing medium, flows through the smaller tubing in one direction, while the vapor refrigerant passes through the larger tubing in the opposite direction.

"This counter-flow method, aided by the heat-releasing action of the fins, assures fast liquefying of the refrigerant, which means efficient, economical operation," the company declared.

There are eight water-cooled models ranging in size from $\frac{1}{3}$ to 7 $\frac{1}{2}$ hp.

Combination models, available in six different sizes, from $\frac{1}{2}$ to 3 hp., are designed to maintain constant capacity under extreme conditions where surrounding temperatures range from 80° to 100° F. These compressors have air-cooled as well as water-cooled condensers; thus, the complete unit is capable of doing a dual job.

For all normal operating conditions, the air-cooled condenser is used. When the air temperature around the compressor rises above 80° F., the water-cooled condenser automatically comes on, which provides more efficient operation than the air-cooled condenser under those conditions, it was pointed out.

For use in localities where there are water restrictions, evaporative condenser models are offered. These units range in size from $\frac{1}{2}$ hp. to 7 $\frac{1}{2}$ hp. They are used in conjunction with an evaporative condenser and operate on a water-saving principle of evaporation as a cooling medium.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

turbine generating station that students can put together themselves.

(4) A Teacher's Guide provides a variety of classroom activities that can be used in connection with the study. Many of the suggestions point the way to cooperation between the school and the local power supplier.

The kit will be packaged as a unit . . . will sell for \$5 . . . is available from any Westinghouse office . . . and each unit will include: one set of charts, 40 booklets, one model and one Teacher's Guide.

"By distributing the kit through electric power companies," Mr. Stark concluded, "it is hoped that the resources of the school and the electric power company can be combined to help young people gain a general understanding of the electric industry and a realistic appreciation of its operation in their own community.

"Although directed to young people who soon will be taking responsible positions in the community, the activity will also reach adults—teachers and parents, in particular. Some of the broad benefits may be:

"(1) It will build a reputation for the power company as a good neighbor in the community it serves.

"(2) It will add to the attractiveness of the power company as a place to work.

"(3) It will build an understanding of the power company's need for equipment and its capital structure.

"(4) Users will get a new appreciation of what lies behind the switch—of all the valuable services the power company performs for the community.

"(5) It will build a better understanding of such basic problems as fuel supply, water supply, load factor.

"(6) Broad understanding of the power company's operation will lead to better understanding of its structure."

Political Handicap

While politicians stump the country selling themselves and their party, at least 24 million people already have been "bought"—people to whom cash speaks louder than promises.

In this election year, more people than ever before in so-called peace time are receiving government checks in one way or another. Among them, they have enough votes to swing the election. Their strength can be correlated with the generosity of the party in power.

Checks drawn against the U. S. Treasury now go to more than 18 million persons. Six million others get checks from State governments out of funds to which the Federal government contributes.

In 1933 when the Democrats assumed power, only one voter in 25 received aid directly from the treasury. Now it is estimated that every second or third voter is on the receiving end.

Politicians in power believe that these voters must be kept in a happy

frame of mind. To keep a pay check interesting, it must show an occasional increase. Thus:

The 3.7 million persons in the armed forces are getting bonuses. A raise in pension checks has been voted for disabled veterans and the widows and children of veterans (numbering 3.1 million).

Social Security pensions for 4.5 million are getting a once over, and candidates favor bigger relief checks for 5 million old people and department widows and children on State rolls.

In addition, government checks go to 2.5 million civilian employees and 2.8 million farmers who slavishly follow soil conservation practices approved by the government.

All these handouts are repushed into the minds of November voters. They are being told that these benefits have flowed from Roosevelt and Truman.

Tough to beat.

Politicians realize that once a person gets a check from the government, it is hard to stop payments, or even to decrease the amount without causing resentment. Not only the vote of the check receiver, himself, is in jeopardy, but that of his entire family.

The result is that government payments to individuals now run about 26 billion dollars a year.

Democrats appeal to voters who are receiving government checks. Republicans must appeal to voters who think prices and taxes are too high.

The tremendous potential of the "payroll voter" is almost as inexorable as the Solid South. Both are tremendous handicaps to Eisenhower.

EXTRA DRY ESOTOO (bp +14°F.)

The refrigeration grade SO₂ that service and maintenance engineers have endorsed for more than 20 years. Comes in all popular cylinder sizes.

V-METH-L (bp -10.7°F.)

"Virginia" Methyl Chloride is made specifically for refrigeration use. Its low moisture content, low acidity and narrow boiling range meet the most exacting requirements.

"VIRGINIA" DISTRIBUTES...

"FREON" REFRIGERANTS

(a product of "Kinetic" Chemicals)

"FREON-113" (bp 117.6°F.) "FREON-114" (bp 38.0°F.) "FREON-11" (bp 74.7°F.)
"FREON-12" (bp -21.6°F.) "FREON-22" (bp -41.4°F.)

SUNISO REFRIGERATION OILS
PERMAGUM SEALING COMPOUND
PRESSTITE INSULATION TAPE

TO CHARGE A SYSTEM, USE REFRIGERANTS THAT ARE
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Recharging with "Virginia" Methyl Chloride is a painless way to get rid of your refrigeration troubles. V-Meth-L is made specifically for refrigeration purposes . . . is consistently pure. The contents of each cylinder is tested and retested to maintain the high quality that has made V-Meth-L world renowned. Remember, the use of a good refrigerant is the first step in preventing costly and time-consuming call-backs due to sludging, copper plating, frozen expansion valves, and other troubles caused by impure refrigerants.



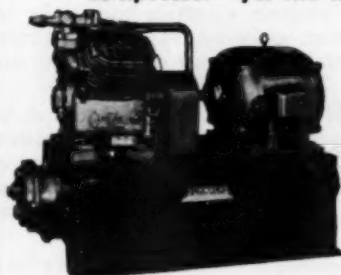
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DIRECT DRIVE

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compressor—yet the most rugged.



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Compactness, efficiency, and low price are advantages in all Schnacke compressors and condensing units from 5 H.P. to 60 H.P.

Ideal for multiple
installation in close
space requirements.

Two Schnacke 30 or 60 H.P. compressors require no more space than ordinary 100 to 125 H.P. compressors. They are ideal for multiple installations up to 350 tons, and provide many advantages of automatic control and economy. Schnacke production manufacturing methods make possible the highest quality, including bronze steel back bearings, force feed lubrication, and rugged design and construction, at lower cost.

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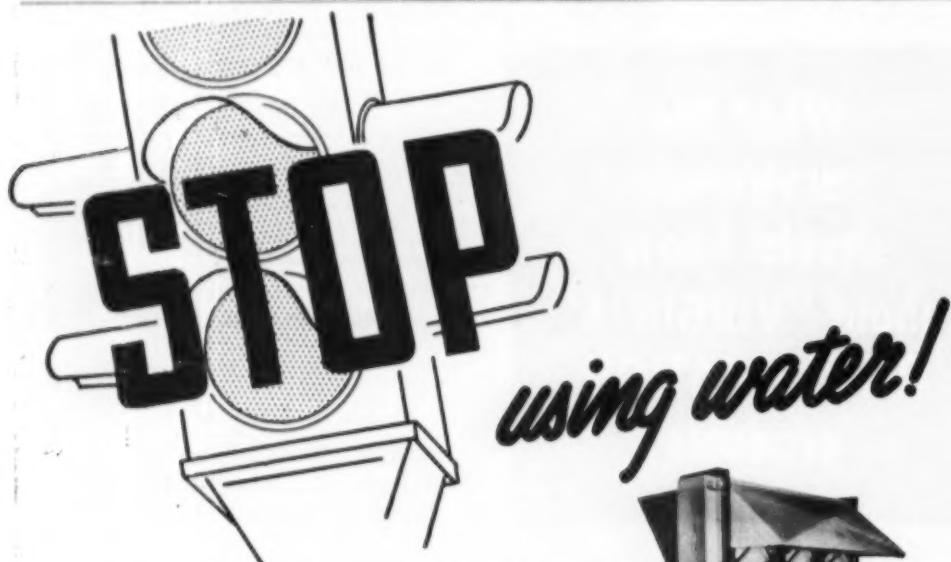
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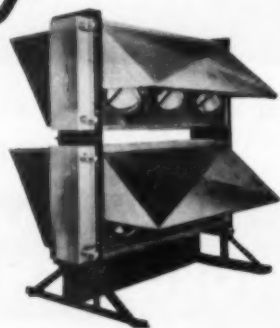
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Eliminate all water problems with UNICON by KRAMER. Any size compressor, regardless of tonnage, can be air-cooled with UNICON.



15 TON

UNICON^{*}

by **KRAMER**



20 TON

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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

Twin Problems Resolve Into One Big One

OUR INDUSTRY must leap two major hurdles next year, and during the years immediately following.

Number One: finding new markets abroad and at home for the expanding output of the bigger and more far-flung factories which have been erected recently.

Number Two: enlarging present markets for specialty products extensively, so that thousands of retailers we have lured into our business can survive.

If all of us who have dedicated our lives to this industry work together, we can face up to the challenge by doing some hard thinking and bold acting about *educating* young people. We must prove to them that the selling profession is the Hope of the Future. Their future, as well as ours.

The National Sales Executives Club, which is an association of 20,000 sales managers who assume responsibility for the activities of 2,000,000 salesmen, is openly and honestly worried about the problem of moving the output of America's tremendously expanded factories into the hands and homes of customers. This outfit hopes to create "new vistas" for salesmen and the consumers they serve by making the selling profession more interesting, glamorous, and enticing.

Our continued prosperity—inasmuch as we seem to be committed to a policy of spiraling INFLATION and growing global responsibilities—depends on an ever enlarged volume of sales dollars annually. Beyond accumulated and normal wants, a *created demand* must be developed if our nation's almost frighteningly huger factories are to be kept busy.

Consumers with "marginal money" to spend (a few loose dollars) must be enlisted in the cause of this bootstrap prosperity system by highly-trained *salesmen*. Otherwise we'll all go ker-flop in a couple of years.

Many more happy and *excited* salesmen—from manufacturers' field men to retail "clerks"—are needed to accomplish this *tour de force*.

NSE has outlined some basic steps necessary for manufacturers, distributors, and retailers to save their skins. For example, this association prescribes ways and means for executives to (1) estimate competitive market potentials; (2) outline an advertising and merchandising program to attain burgeoning objectives; (3) present a program which will appeal to salesmen, distributors, and retailers; and (4) push their programs into successful operation.

An interesting segment of the NSE recommendations shows how businessmen can attract new industries to their communities. Beneficial results: more business for local merchants; more money for recreation; increased use of gas, electricity, and other utilities; greater newspaper and radio revenues; bigger bank deposits; and stronger personnel relations.

These by-nature cheerful National Sales Executives predict a \$410 billion gross national product; a \$348 billion national income; a \$280 billion national disposable income; and 67,000,000 people out of a population of 170 million profitably employed for the year 1960.

Let's hope we can live up to their optimistic promise.

Only way we can—is to hire, educate, and *inspire* more and better salesmen.



Air Conditioned Newspaper

'Charlotte Observer' Staff and Production Men Report Greater Efficiency, Comfort

CHARLOTTE, N. C.—Officials and employees of the *Charlotte Observer* say that those who have worked for many years in the heat of a newspaper office and over the metal melting pots in the mechanical department can fully appreciate air conditioning.

The 10-zone system installed by Page Air Conditioning Co., Inc. here has been in operation long enough for employees to realize just how much benefit they are receiving. Operation of the new system began before the second big heat wave of the summer.

Here is what executives and others at the *Observer* say about air conditioning in their own words:

... RELIEF FROM COMPOSING ROOM HEAT

Clarence B. Capps, mechanical superintendent—"Air conditioning is wonderful. It has given us the needed relief from oppressive heat in the composing room, in the stereotyping department and in the press room."

Capps described his major heat problems briefly. He explained that the metal melting pots in the composing room and in the stereotyping department and the big motors in the press room, plus the heat generated by the press, itself, when turning at a high rate of speed develop very high temperatures. Under heat wave conditions the men found it almost unbearable. The new air conditioning system eliminates the excessive heat, reduces humidity, makes working conditions comfortable and keeps the complicated mechanism of the press operating much better in an even temperature.

... INCREASES EFFICIENCY

"I am convinced air conditioning has helped mechanical operations in all departments and increased the efficiency of employees, including the proofroom and the teletype department. All are more comfortable in their jobs," Capps asserted.

Ernest B. Hunter, managing editor—"Air conditioning has really increased our efficiency. It helps people do more work."

H. G. Trotter, news editor—"Air conditioning makes the office an easier and much more pleasant place in which to work. I am certain it has increased the efficiency in the news room."

R. C. Page, Jr., city editor—"Air

conditioning is a life saver for me. Bob Bell and I were the two biggest 'sweaters' and moppers up here. I mean that... it has saved us."

Richard T. Banks, state editor—"Air conditioning is excellent and I think it has increased efficiency all along the line."

Randolph S. Hancock, copy reader—"I like air conditioning!"

Wilton Garrison, sports editor—"Air conditioning kills the afternoon sun wonderfully. Now we are never worn out any more when we finish."

J. T. Houston, head of the *Observer's* photography department for 23 years—"It is a pleasure to work up here now!"

... PRODUCTION IS GREATER

O. A. Robinson, advertising director—"We like air conditioning fine. Our employees are more comfortable and their production is much greater. Air conditioning always makes it easier to transact business."

Wayne Moores, classified advertising manager—"Air conditioning is an important improvement and makes a big difference. During the last heat wave, with air conditioning, I worked in comfort every day. So did all my employees."

Ed B. Scott, retail advertising manager—"We are fast approaching the time when a very high percentage of the homes and business institutions will find cooling systems of some sort will be an absolute necessity."

John Musgat, promotion manager—"Air conditioning steps up efficiency. We get more work done. Also, air conditioning has many other advantages. My office is much cleaner. I used to find my desk and chairs dirty every morning. Now I seldom dust them. Air conditioning means an important saving."

Earl Crawford, feature advertising manager—"I think air conditioning is wonderful and I am very happy to have it!"

Will O'Mae Adams, editor of the real estate page—"I find that I finish a normal day's work 30 minutes earlier and I am never as tired as I used to be."

W. F. Alexander, head of the art department—"Air conditioning is wonderful!"

... REALLY PEPS YOU UP

O. R. Strane, paymaster—"It is wonderful. It was really a blessing during the last heat wave. I was knocked out for the first time in my

life by that terrible heat wave in June. Then we got our air conditioning."

"Air conditioning really peps you up and you can do your best work." Ralph Roberts, superintendent of the stereotyping department, said: "I think air conditioning is very good. I don't see how we could do without it. One night it went off a while and we were almost roasted."

Frank White, foreman of the composing room—"We like air conditioning very much. We see an increase in efficiency of every worker."

Foremen and leaders in the composing room, where heat is a major problem, heartily endorsed the new air conditioning system. There, 21 linotype machines, two Ludlows, and three melting pots release heat every hour they are in operation, it was explained.

William J. Boger, chairman of the laws committee and the membership committee of Charlotte Typographical Union No. 338 indicated, "Air conditioning is wonderful."

"It enables a man to do more work. We have been needing it for a number of years!"

Floridan Hotel To Complete Air Conditioning Project

JACKSONVILLE, Fla.—The Floridan hotel, Forsyth and Clay Sts., of which Max S. Zernes is sole owner, has just announced plans for a \$200,000 remodeling program. The latter is under way and is expected to be completed within a year.

Now partially air conditioned, the 150-room hotel will be air conditioned throughout, according to Zernes.

Southwestern Bell Will Cool 84 Telephone Offices

AUSTIN, Texas—Southwestern Bell Telephone Co. has announced that plans have been made to air condition 84 telephone offices in all parts of the state in the next 16 months.

Some of the offices have already installed air conditioning units, officials said, and by the end of this year 43 exchanges will have air conditioning. It is planned to install units in 41 offices in 1953.

It is understood here that, in most cases, contracts by bids will be let by the local offices for the unit. Various types of units will be required, since size and arrangement of the buildings, etc., require different specifications.

Cities in which the telephone company plans to install units in 1953 include: Alice (old building), Angleton, Big Spring, Childress, Corsicana, Beaumont, Corpus Christi, Brenham, Cuero, Edinburg, Ennis, Dallas, Huntsville, Houston, Fort Worth, Kountze, Lake Jackson, Longview (dial), Lubbock, Mercedes, Meridian, McKinney, Mt. Pleasant, McAllen, Midland (toll terminal), Texas City, Taylor, Vernon, Pampa, Plainview, Paris, Rosenberg (old building), Rockwall, Stanton, Temple, Tulia, Victoria, and Weatherford.

Units have been or will be installed by the end of this year in Abilene, Brownsville, Paredo, Longview, Midland, Odessa, Paris (operating room), Pittsburg, Port Arthur, Waxahachie, Houston (business and central), Alice, Bandera, Cleburne, Freeport, Hillboro, Hondo, Kingsville, Marlin,

McGregor, Nacogdoches, Rosenberg, and Terrell.

Telephone officials said window units were already in operation in a number of smaller Texas cities. They include: Alvin, Bellville, Beeville, Cleveland, Donna, Eagle Lake, El Campo, Edinburg, Hallettsville, Kenedy, Liberty, Mathis, Mercedes, Refugio, Richmond, Silsbee, Yorktown, Yoakum, and Shiner.

It's No Joke!

Alaskan Air Base Gets Trane Air Conditioning

LA CROSSE, Wis.—The salesman who sold the ice box to the Eskimo has nothing on the Trane Co.


The firm has sold an air conditioning system to Ladd Air Force Base in Fairbanks, Alaska. The system helps insure pilot safety by providing accurate weather control in an instrument repair shop.

Strange as it seems, air conditioning is needed in many parts of Alaska during a substantial part of the summer, according to weather reports. Temperatures often hover near the 90's during June, it is said, and the sun beats down on buildings up to 22 hours during the Arctic summer day.

At Ladd Air Force Base, the air conditioning system provides controlled indoor weather in the instrument repair shop. It's essential that aircraft instruments be adjusted at constant temperatures to insure accurate, dependable performance.

The air conditioning system keeps the repair shop at a comfortable 70° and 55 to 60% relative humidity.

SEE FOR YOURSELF

why  filters, driers remove impurities as small as 5 microns

Silica gel used in TRAP-DRI takes up 12 to 16 per cent of its weight in water — definitely more capacity than other commercial drying agents.



The silica gel acts instantly and is not affected by the oil circulated in the system. It does not give off dust or powder.

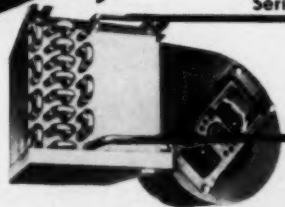
The honeycomb cotton filter tube is particularly effective because it operates on the principle of depth filtration.

A-P filter element is as effective as a 900 mesh strainer in the removal of foreign material, yet there is no appreciable pressure drop.

FOR ANY CONSTRUCTION, OLD OR NEW
DUCT EXPENSE IS A BUGABOO!

Why Use Ducts— When You Can Do It Cheaper With Pipes?

DRAYER-HANSON SPOT-AIRE
Series HRC Room Air Conditioner
Solves Costly Problem!



SPOT-AIRE HRC UNITS
REQUIRE NO DUCT WORK

RECOMMENDED FOR MOTELS, HOTELS,
OFFICES, RESIDENCES, APARTMENTS—OR
WHEREVER QUIETNESS IS ESSENTIAL.

COOLS, DEHUMIDIFIES, FILTERS, VENTILATES AND
RECIRCULATES AIR. AVAILABLE FOR COLD OR HOT
WATER. ALSO FOR USE WITH FREON.

HRC units can be connected to hot water system for heating

SAVES UP TO 30%
INSTALLATION COST

Eliminates expensive
installation and
insulation of supply
and return ducts re-
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central duct system
in old construction.

CHILLED
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• TRAP-IT is available in six sizes. Capacities 1 to 4 tons.

• TRAP-DRI is available in five sizes; capacities up to 1 ton.

**DEPENDABLE
Controls**

Yes, both the A-P TRAP-IT and the TRAP-DRI actually remove particles of dirt, scale, sludge and other foreign matter as small as 5 microns (approximately .00019 in.). — and do it faster and more completely than any other filter or drier.

The unique honeycomb "depth filtration" filter element, built in both the TRAP-IT and the TRAP-DRI, provides this 100% protection for refrigeration and air conditioning systems. Equal to 900 mesh screen, this efficient element permits a wide range of fluids and flow rates to be handled with no measurable pressure drop. The element will not swell, nor will it shrink or break. Never gets hard or brittle. Does not channel or get soft. Does not release impurities into discharge flow to impair the system.

On the TRAP-DRI, a large charge of silica gel is also used to remove all trace of moisture. This drying agent absorbs 12 to 16% of its weight in moisture — more than any other type.

Protect your service and profits. Write today for Bulletin R-19 and get the full story.

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Stocked and Sold by Good Refrigeration Wholesalers Everywhere • Recommended and Installed by Leading Refrigeration Service Engineers

Miami Homes Built with Permanently Installed Room Air Conditioners

MIAMI, Fla.—Two more Greater Miami builders are offering air conditioned homes.

Aljus Construction Co. is building 16 two-bedroom houses in its development at 106th St. and N.E. 10th Ave., Miami Shores, which will have room units permanently installed in bedrooms and living room. The concern is creating recesses for them.

Meanwhile, Gill Construction Co. is installing central air cooling and heating systems in the houses it is building in Lauderdale Harbors. The houses will sell for about \$22,950.

The air conditioning system for the Aljus homes was engineered by the Miami appliance firm of Russ and Dorothy Gray. A Fedders ½-ton cooling unit is installed in the wall of each bedroom and a ¾-ton unit serves the living room.

Walters said he estimated that normal use of all three units by an average family should not cost more than \$10 monthly during the summer months. He added that there would be no increase in cost for his houses equipped with the air conditioning units. Prices in his development start at \$18,500 for the two-bedroom home.

Gill Construction Co. is using General Electric's central unit which furnishes both cool air in summer and warm air in winter. George W. Gill, Jr. estimated the cost of operating this unit at \$145 a year for cooling, \$25 a year for heating.

Carrier Expands Offices To Meet Demand of Carolina Air Conditioning

SYRACUSE, N. Y.—A new expanded office for Carrier Corp. will be built in Charlotte, N. C. to handle the increasing demand for air conditioning in the Carolinas, the company announced.

The modern, air conditioned office will be located at 2610 South Blvd. and will house the direct and dealer sales office of Carrier, now located at 228A N. College St., plus a pipe fabricating shop, now located at Anderson, S. C. Occupancy of the new building is scheduled for November.

The building will be constructed so that it can readily handle further expansion of the staff and shop facilities. Continuing in charge of Carrier operations will be Robert S. Fullerton, branch manager of direct sales to consumers and contractors in the Carolinas, and William L. Sammons, district manager in charge of sales to distributors and dealers in the Carolinas and southern Virginia.

The move to larger quarters is part of a nationwide program by Carrier to provide better service for customers, Fullerton said. The rapid and steady acceptance of air conditioning for comfort and for industry in the Carolinas has resulted in more than a ten-fold increase in sales volume in this area over the past 10 years, he pointed out.

The new one-story building of brick construction, will have an 80-ft. frontage and will be 70 ft. deep.

Remington Sales Up 97% Over Similar '51 Period

AUBURN, N. Y.—Sales of Remington Air Conditioning Div., Remington Corp. for the quarter ended last July 31, amounted to \$1,367,247, an increase of 97% over the similar three-month 1951 period, Herbert L. Laube, president, announced.

Net income for the quarter amounted to \$24,559 or 59 cents per share as against 13 cents per share for the third quarter of 1951.

"Thanks to the early hot weather together with a great increase in public acceptance of single room air conditioning units, the entire inventory of Remington air conditioners which had been produced earlier in the year, together with all of the production that could be turned out up until Labor Day was sold before the first of July," Laube stated.

He added that in his judgment a substantially greater volume of business could have been done had the company adopted a higher production schedule for the spring and summer months.

Unlike the conditions which prevailed a year ago, when dealers, distributors, and manufacturers, all carried heavy room air conditioner inventories into the winter months, there appears to be an industry wide "sell-out" this year, Laube said. Virtually no inventory will be carried over into the 1953 selling season.

He declared, "based on orders already booked, we will be entering 1953 with the largest backlog in the company's history."



THROUGH-THE-WALL installation of 40 room air conditioners keeps guests at Flamingo Court, Orlando, Fla., comfortable year-round.

40 Room Coolers Installed In Florida Motel

ORLANDO, Fla.—Guests at the Flamingo Court here will be able to adjust the temperature to suit themselves with the recent installation of 40 Mitchell ¾-hp. room air conditioners.

The air conditioners were installed in through-the-wall mounts over radiant electric heaters. Possibility

of sleep disturbing drafts has been eliminated by the high position of the air conditioning units, it was pointed out.

Installation was made by the St. Anthony Corp. whose two stores at Orlando and Clearwater handle the distribution in that area for the Mitchell Mfg. Co.

3,155 Units Sold In 4 Months

Utility Turned Window Units Used for Display Back To Distributors To Help Meet Sales Emergency

CHATTANOOGA, Tenn. — With 3,372 domestic and commercial air conditioners sold here in four months this summer, air conditioning is definitely over the hump in Chattanooga, declares C. B. Osborne, sales manager for the Electric Power Board of Chattanooga.

Grand total of domestic room air conditioners sold during May, June, July, and August was 3,155 units and the total number of package units for the same period is 217.

"At one time during the month of July," Osborne related, "the demand for room air conditioners was so heavy that we took all the display units out of our 14 display windows and returned them to the distributors."

"We left the window display intact and where the room air conditioner had been we placed a large scroll which carried the copy, 'This cooling equipment display removed to meet emergency demands.'"

"All 14 of our big display windows for about two weeks held no equipment, but featured this big sign in the middle of the display. I believe this got more attention than the equipment."

Osborne commented that building contractors purchased a few room air conditioners, but the big majority was purchased by individuals.

"Most of our tourist cabins and motels," he said, "have installed room air conditioning units in their cabins. We found here this summer that the motels without air conditioning failed to take in any customers until all the others were filled up."

"Finally when all the air conditioned places were filled, then the un-air conditioned places got what was left. As a result, practically everyone of our motels in this area displays a sign indicating that it is heated and air conditioned."

The long stretch of hot weather was given credit for being the best air conditioning salesman, but Osborne said the utility carried on its usual advertising and promotion campaign for three and a half months. It used billboards, painted bulletins, bus cards, window displays, a heavy barrage of radio spots, newspaper advertising, messages on the back of electric bills, demonstration homes, and Electric League meetings devoted to the subject of cooling.

PERHAPS you're wondering why a company in its 75th year of business would change its name. Quite frankly, on checking the record in this our diamond anniversary year, we decided purely and simply that we had outgrown the name Detroit Lubricator Company.

During the course of 75 years of constant business growth and expansion, DETROIT has progressed from leadership in one industry into leadership in still another industry—that of building the finest automatic controls for heating, refrigeration, air conditioning, engine protection, home appliances and industrial uses. Over 50,000,000 of these superior DETROIT controls have been produced to serve home and industry—and that means a lot of satisfied customers—a lot of mighty good reasons why we feel we have earned the right to our new name...Detroit Controls Corporation.

We sincerely hope that as Detroit Controls Corporation we will continue to enjoy the splendid cooperation and support you have always given Detroit Lubricator Company in the past.

To this end, our people, our policies and our production remain the same—pledged always to highest quality to bring you the very finest automatic controls obtainable.



AUTOMATIC CONTROLS for

REFRIGERATION AIR CONDITIONING DOMESTIC HEATING
AVIATION TRANSPORTATION HOME APPLIANCES INDUSTRIAL USES

Serving home and industry—AMERICAN STANDARD—AMERICAN BLOWER—CHURCH SEARS—DETROIT CONTROLS—HEWLETT PACKARD—HIND HEATER—TORQUILLOTT

NOW! VENCO TAILGATE LOADER WITH AUTOMATIC LOAD BRAKE

ONE MAN LOADER

For ½, ¾ and 1 ton Pickup trucks.



sells for half the cost of comparable equipment

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VENCO tailgate loaders have been proved in actual use throughout the world. Now with the new automatic load brake, that holds the load at any position automatically, it's easier, safer and faster. Model 30 means maximum safety to personnel and merchandise. Take that load off your mind, find out about the NEW VENCO LOADER TODAY!

See yellow section of your phone book for name of nearest Truckstell Distributor, or write:



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What To Expect of Future Cold Storage Facilities

Warehousemen Hear of One-Story Buildings, Fast Freezing, Low Temp. Holding Space, More Machines Doing More Work

VANCOUVER, B. C., Can.—"The large cold storage plant of the future should have a strong, flat roof, unobstructed by elevator penthouses, etc., for the landing of helicopters to deliver goods from the nearest airport, or, of course, to pick them up for shipment by air."

So predicted W. Dennis Day of Terminal Warehouse, Ltd., Toronto, in discussing "What Is Ahead In the Cold Storage Industry?" at the an-

nual meeting of the Canadian Warehousemen's Association here.

"Most of you know of the changes that have crept in during the last 20 years. Temperatures have gone lower and lower, necessitating added insulation and high speed compressors; the big change-over from cooler to freezer space; the addition, year by year, of new items requiring refrigeration.

"Let us enumerate a few which

were not dreamed of years ago—blood plasma, drugs, by-products of meat not worth considering a few years ago but now invaluable for medical reasons, tobacco and candy. We have also developed into the age of packaging, for example, poultry put up in attractive containers and hams wrapped for appeal. Humidity has become extremely important."

Day declared.

"The best guide to the future is

an analysis of the immediate past and the present. In talking about these improvements, I do not wish to indicate that we will leave the old-time plant on a Saturday evening and start off with a new, modern, up-to-date plant on Monday morning. Changes are going to be gradual in most respects, but we must observe the trend in the industry when we plan additions, modernizations, etc.

"I think we can roughly divide the reasons for the changes into two categories. In the first place, we have the demands of our customers for the storage of new products, and also in this category we have, of course, the lower temperatures, fast freezing, proper humidities, and so on. In the second category, the changes have been forced upon us by economic reasons. In company with the entire industrial world, we have had to face higher wage costs; therefore, we have had to increase the productivity of labor, that is, invest more capital per employee, and have machines do more of the work.

Public Demands Perfection

"The public is not going to be satisfied in March with an apple that has a cold storage look. They are going to demand that it be as close to the same state as when it was gathered in October as it is humanly possible to have it. In other words, it is not just food preservation. The public today is taste and quality conscious.

"We have made tremendous progress in this connection. We can all remember when the public turned up their noses at frozen meats and poultry, but now frozen goods usually command premium prices. However, we cannot take the attitude that we have reached perfection. There must be a continual striving for better and better results.

Labor-Saving Machinery

"Now in the second category, it is perfectly obvious that it is not economically sound to tear down an eight-story warehouse and replace it with a single-story building. We must, however, develop and plan every type of labor-saving device known, and in future planning, give serious consideration to labor-saving machinery and fast handling methods. Plant design will be extremely important with the lower temperatures; provision must be made to freeze goods in special rooms before placing them in the holding rooms.

"Last, but not least, we have our shipping and receiving facilities. The average warehouse building, erected only 20 years ago, has one serious failing today—too much railroad track and not enough motor truck shipping space. Some plants cannot handle the modern, 50-ft. railroad car. Some truck bays are too small for the modern tractor-trailer unit. In planning for the future, this problem must be taken into consideration and future changes allowed for," Day suggested.

'Super-Fine' Fiber Glass Shown at Truck Parley

ST. LOUIS—A Libbey-Owens-Ford Glass Co. display at the annual convention of the Truck Body & Equipment Association held here recently featured several uses of "super-fine" insulation fiber glass for insulation in an ice cream or dairy truck.

The first display of the insulation in a national show emphasized the "light weight, sanitary, and stability characteristics of truck insulation," stated C. F. Hegg, sales manager.

For dairy trucks "under the hood" insulation to make them ultra quiet is one of the newest advantages of super-fine fiber glass, Hegg reported.

There's always one that's better...and in controls it's Ranco!



One just can't be blind to the fact that Ranco controls are the most widely used in the refrigeration industry. And the reason is simple: dependable, accurate Ranco controls are available for more than 4,000 replacement installations—for domestic refrigerators, milk coolers, water coolers and commercial units of every type. They're the first choice of expert refrigeration men everywhere.

Ranco Inc.

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WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS



Who said only cucumbers are cool?

... keep customers contented regardless of the weather... with Worthington air conditioning.

No distributor has a more complete line at his fingertips than the Worthington distributor. He can handle any job with exactly the right equipment.

Advertising? You'll find the Worthington story in TIME, NEWSWEEK, and many other magazines read by architects, builders, contractors, food producers, frozen food producers and by key men throughout such industries as chemical and petroleum.

Worthington Corporation, Air Conditioning and Refrigeration Division, Harrison, New Jersey.

WORTHINGTON

AIR CONDITIONING AND REFRIGERATION

A Balanced Line... A Balanced Franchise

One-Story Building Eliminates Elevators

"The trend to one-story warehouses is a natural condition caused by this problem. It eliminates elevator operators and the man-handling of merchandise. Machines pile it to heights undreamed of a few years ago. Higher speed compressors are another example and the trend to automatic machines does away with considerable operating labor. We have pipes of which 2 ft. will give the same refrigerating value as 12 ft. of the old style pipe. We have automatic defrosting units. We have conveyors of all types," he said.

"We now come to the meat of the subject. What lies ahead for the cold storage industry? A real pessimist could say that it will either pass out of existence or be radically reduced to the storing of very cheap items. His theory would be based on the preserving of goods by new methods. Most of us know that machines have been developed to preserve food by means of rays. Far be it from me to say that this new venture will never be successful.

"We do know that to date, the bugs in it have been tremendous. Some appetizing foods become actually obnoxious while others, like castor oil, become quite palatable. It will take a long while for such a development, and the goods will still have to be stored. We, in the industry, may have to scrap our compressors and buy some of these machines. However, I think we are safe in stating that the industry will go on in a bigger and better way for a long time to come.

Plan on Plenty of Refrigeration

"I am not going to venture to what extent the temperatures will be lowered. Fifty years ago, a cold storage man would have laughed at a fast freezing temperature of -30°, or a holding temperature of -10°, but I would advise people who are enlarging, building, or modernizing to have plenty of refrigeration, plenty of pipe work, or make provision for adding it at a later date. At a Canadian Warehousemen's Association convention in 1975, someone will say:

"Do you remember when they considered -10° a good holding temperature?" predicted Day.

"Any operator enlarging his plant should give serious consideration to automatic operation, even where the law, or good common sense indicates that an operator is necessary. Equip the plant with all the safeguards you can line up. Do not be satisfied with alarms to indicate to the operator that something is wrong. In the electronic field today, you can purchase quite reasonably gadgets that will shut your plant down before any damage is done. New types of pipe that are 10 times as efficient as the old, and that are easy to defrost, are a 'must' in future developments. The public, and the industry itself, will expect better housekeeping in the future—rooms that are more easily cleaned, and do not make it easy for mold or bacteria action. Humidities are going to be more and more important.

LOOK to LARKIN for Quality

HIGH AND LOW BOY MODELS

LARKIN WALL HUMI-TEMP

Quality speaks a language everybody understands. Wholesalers, dealers, and users alike know that the name Larkins means quality—of workmanship, materials, and performance.

Manufacturers of the original Cross-Flow Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

Lewin-Mathes Adopts New 'Handigrip' Carton For Copper Tubing

ST. LOUIS — Lewin-Mathes Co. here, manufacturer of copper and brass tube, pipe, and fittings, announced it has adopted for the refrigeration field its "Handigrip" carton in which Lewin-Mathes copper water tube has been packed for the past two years.

It is an octagonal carton with a square cut-out in the center, making it easy to pick up and carry, the company explained. The carton is so constructed as to prevent distortion of the tube by means of eight-point contact.

"The tube is cushioned in every direction and held firmly to prevent its shifting in the carton," Lewin-Mathes stated.

The company said the carton is particularly well suited for distributor storage since it can be laid flat, stacked in horizontal racks, or suspended on wall hooks. Each of the eight sides is marked so that no matter which way the package is laid down, one of the visible sides will have the description in upright position, permitting prompt and accurate identification.

The carton was designed by Edward F. Schweich, a Lewin-Mathes executive. Application for a patent has been filed.

Duffy's Opens New Store

ELIZABETH, N. J.—John J. Duffy, Jr. has announced the grand opening of Duffy's Refrigeration Service at its new location at 515 Bayway Ave. here. Daniel E. Bill, Jr. is associated with him in the business.

Paragon Automatic Defrosting Switches End Guesswork In Setting Length of Cycle

MILWAUKEE — Virtually "policing" their own internal mechanism as well as the operation of the refrigeration system, three new defrost switches were recently introduced by the Paragon Electric Co. here.

They are made in three types. Series TP-300 features time-initiated, pressure-terminated control of the defrost cycle, in which adjustable trip pins on a 24-hour clock dial start the cycle, while pressure in the refrigeration system terminates it.

In the TT-300 series, the defrost cycle is also time initiated, but is terminated by a rise in temperature in the system.

The TS-300 series similarly initiates defrosting by a time setting, but permits termination either by a remotely located pressure switch or temperature controller, or both.

The correct type of temperature or pressure switch may thus be selected and located to suit practically any application conditions. Only a single pair of wires, leading back to the defrost switch, are required for remote installation.

COMPENSATE FOR CHANGES

According to Paragon, a distinct advantage of the new switches is that they eliminate all guesswork in establishing the proper length of the defrost cycle. They automatically compensate for seasonal variations, atmospheric changes, usage habits, and practically eliminate human errors in judgment. They are applicable to all methods of defrosting in commercial use, whether electric heat, hot gas, reverse cycle, or straight shutdown.

Four distinct fail-safe features not only safeguard the operation of the system, but also make the mechanism "self-policing."

An inner row of adjustable pins on the clock dial will automatically return the system to normal operation should a pressure or temperature bellows fail after starting the defrost cycle.

SWITCH TRIPPING MECHANISM

The switch tripping mechanism is so designed that, should the clock motor stall or stop at the start of a cycle, the cycle will be terminated normally.

The switch design will also instantaneously return the system to normal operation should high temperature or high pressure in the system prevent starting of the defrost cycle.

And—if ambient temperature conditions prevent the pressure bellows or control from terminating the cycle normally—defrosting will be stopped mechanically by the inner row of adjustable trip pins on the dial.

Thus, in effect, the clock motor "polices" the bellows and guards against failures. The bellows polices the clock motor or timer, and the combination guards the system against abnormal conditions during the defrost cycle.

All models in each series are equipped with Telechron heavy-duty industrial-type motors, with a minimum life expectancy of five to 7½ years of continuous service.

In the TP and TT series, move-



ments may be removed from the case without disturbing either the temperature-responsive capillary tube or the pressure connection to the refrigerant line.

All models are Underwriters' Laboratories listed, with contact ratings of 3,000 watts. One hp. 115 or 230-volt units are available for 25, 50, or 60-cycle current.

Actuating bellows which terminate the defrost cycle are specially designed for these switches. With a test pressure of 200 p.s.i., they have an operating range up to 150 p.s.i. The TP-300 series has a standard operating range adjustable from 30 to 55 p.s.i. Special bellows are available for "F-22."

Dials on all series are adjustable from one to eight defrost cycles per day, and these may be set to start at any hour of the day or night. Dials are plainly marked and trip pins are easy to insert and remove. There is a minimum of three hours between each successive defrost cycle.

Eight trip pins are furnished as standard equipment.

At present, Paragon offers these switches only to manufacturers of refrigeration equipment, and they are not yet available for general field application or replacement use.

Service & Supplies

Wolverine Names Moore, Smith, Kingerley as New Sales District Is Set Up

DETROIT — Establishment of a new sales district and a series of other promotions and transfers effective Oct. 1, were announced by John M. Dums, director of sales of Wolverine Tube Div.

The new sales district covers an east-central area



F. F. Moore, Jr.



J. H. Smith



A. S. Kingerley

with Jack H. Smith as the district sales manager. District sales offices will be maintained in Dayton, Ohio where Smith is presently located as sales representative.

A. S. Kingerley, who has been for many years a sales representative in the Detroit area, was appointed manager of wholesaler sales. S. C.

Seckell, for several years a sales representative in Grand Rapids, will return to that territory replacing James A. Jolly, who will be transferred to the Dayton area.

Richard B. Flynn, presently the Detroit plant sales manager, will replace Kingerley as sales representative in the Detroit area. Fred F. Moore, Jr., sales representative in the eastern district with offices in New York, was made assistant sales manager for the eastern district.

Virginia Smelting To Handle Products of Chemical Solvent Co.

BIRMINGHAM, Ala.—Frank Philbert of Chemical Solvent Co. here recently announced the appointment of Virginia Smelting Co. as national distributor for its line of refrigeration and air conditioning cleaners.

Negotiations for Virginia Smelting were handled by Rollin R. Israel. Virginia Smelting will handle sales for the entire United States, with the exception of the southeastern states. These states will be retained by Charles W. Gilliam and W. L. Bankston, long time representatives of Chemical Solvent Co.

Louisville Hotel To Add 144 Air Cooled Rooms

LOUISVILLE, Ky.—Announcement is made by Graham Brown, owner, that an addition to the Kentucky hotel, providing 144 air conditioned rooms, may be completed before next Derby Day. He added that the Kentucky hotel now has 400 rooms, 250 of which are air conditioned.

REMCO DRIERS

STANDARD-DUTY

The lowest-cost, most efficient DRIER on the market.



These are the ideal low-cost standard duty driers—for use by original equipment manufacturers, field installation or service replacement. With new MOLDED Remco drying element or granular silica gel. Copper bodies 1-5/8" diam. with spun ends. In 1/3 thru 1 H. P. Send for descriptive folder.

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"ADDIT 88"

(A Special Formula For Refrigeration)
"The First Oil Additive in the History of Refrigeration"
"ADDIT 88" will produce results in your refrigeration system that will amaze you.
Attention Manufacturers of Refrigeration Compressors! Send for Information on This Amazing Discovery

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There's an ALCO control for every application—large or small.

Installation of an ALCO VALVE assures steady, accurate refrigerant control...maximum coil efficiency...trouble-free refrigeration.



AMMONIA THERMO VALVES—have the same compact, come-apart design as all other Alco Thermo Valves. Large area strainers. From fractional tonnage to 125 tons.

"T" SERIES—for automatic liquid refrigerant control on all types of refrigeration and air conditioning systems. From fractional tonnage to 50 tons "Freon-12".

J-3 FLOAT SWITCH

—for liquid level control. Simple design. Application: Freon, Methyl Chloride or Ammonia.

MULTI-OUTLET VALVES

—assure maximum coil efficiency on multiple systems. For all refrigerants and applications: ½ to 50 tons "Freon-12"; up to 50 tons Ammonia.



SEE YOUR ALCO WHOLESALE

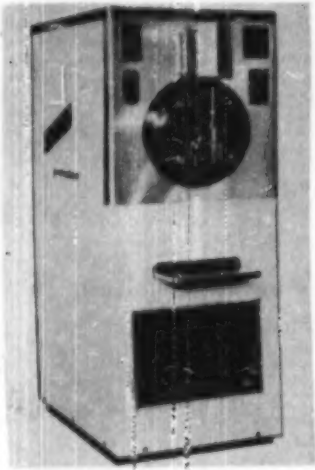
ALCO VALVE CO.

855 KINGSLAND AVE. • ST. LOUIS 3, MO.

What's New

When requesting further information on new products, please use "Information Center" form.

Continuous Freezer Puts Out 25 Gals. Per Hour



KEY NO. B-1030

SEATTLE—An automatic continuous freezer that has an output of 25 gals. per hour of low overrun product has been introduced by the Sweden Freezer Mfg. Co. here for

large volume soft ice cream outlets.

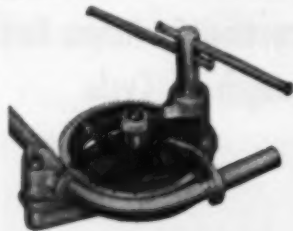
Called the model 1-200, the freezer has a 5-gal. head. It is equipped with a 4-gal. refrigerated stainless steel mix tank from which feeding into the cylinder, dasher operation, and dispensing gate plunger is controlled by an electrical foot switch, leaving both hands free to handle cones and dishes.

This feature is an important factor in increasing speed of service, the company claims.

A heavy-duty, high torque, 2-hp. motor drives a special spiral frame dasher through a ball-bearing helical gear case and self-adjusting V-belt. Refrigeration is obtained from a 3-hp. "Freon" water-cooled condensing unit provided with oil separator and heat exchanger with heavy duty relays and starters on all circuits.

The frame of this model permits removal of the condensing unit and use of the freezer as a table model unit on reserve supply mix compartment, cabinet, or counter.

The exterior of the 1-200 has white enamel panels, with the freezer front finished in chrome. The dasher, freezing cylinder, gate plunger, and mix valve are all made of stainless steel.



Gear-Type Tube Bender Offered by Imperial Brass

KEY NO. B-1031

CHICAGO—A new universal tube bender, which will bend any type of tubing including hard drawn copper and hard temper steel, has been announced by the Imperial Brass Mfg. Co. The bender is of the gear type.

The bender is so constructed that it can be positioned on the tube at any point where a bend is desired, it is stated, and thus bends can readily be made even when one end of the tube is connected. It can be used to make right or left hand bends, return bends, offset bends, and right angle bends.

The high gear ratio makes bending much easier, the manufacturer states, and this is a special advantage when working with hard temper tubing or large size tubing. Benders can be held by hand, clamped in vise, or bolted to a bench.

A separate bender is used for each size of tubing and benders are available for tubing from 1/8 in. to 1 1/4 in. outside diameter (1/4 to 1 in. nominal size).

Apartment Size Range Has Four Surface Burners



KEY NO. B-1032

CHATTANOOGA, Tenn.—An apartment size electric range called the "Modern Maid" is being manufactured by the Tennessee Stove Works here.

Called the model 202, the range has a 20 by 24-in. cooking top, featuring one 2,100-watt unit and three 1,250-watt units. The Chromolox supreme units have two separate controlled coils with seven different heats. Triangular rods expose the maximum surface to the cooking utensil. Reflector pans are removable.

All controls are mounted on an 8-in. high backguard, which also contains a lighting fixture for illuminating the cooking surface. A utility outlet is located in the backguard, too.

The 16 by 18 by 15-in. oven contains two non-tilt racks, a 3,000-watt broiler unit, and a 2,000-watt baking unit. Oven heat control has an automatic pre-heat selector which turns on both bake and broil elements for fast pre-heating. When oven is ready for use, the pre-heat button snaps out with an audible click, cutting off the upper element and maintaining the correct temperature with the lower element.

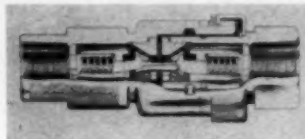
The one-piece wrap around oven is insulated with Fiberglas on sides, top, and bottom. Oven is vented through

the left rear surface unit. Both the oven and porcelain enamel broiler pan have rounded corners.

Oven door has a built-in stop for broiling and a tongue-and-groove fastening device for perfect oven heat seal.

The range is built on an all-welded frame that bears all the weight. The white porcelain enamel panels merely hang in place. Front, back, base, oven, and burner sections are all porcelain enameled as one unit and on both sides with titanium enamel.

Connected load of the range is 11.8 kw. It operates on 115/230, 120/240 volts, 60 cycle, 3 wire, a.c. It is listed with Underwriters Laboratories and approved for type "O" installation. Shipping weight is 200 lbs. Height is 36 in.



Quick Coupler Designed By Henry Valve Co.

KEY NO. B-1033

CHICAGO—A make and break double shut-off valved coupler has been designed and introduced by Henry Valve Co.

Built originally for either ammonia or "Freon" refrigerants in connection with refrigerated trucks, the coupler also has wide industrial applications wherever pneumatic or hydraulic line are involved.

"As the two halves of the unit are coupled together, the two piston valves open by moving away from their respective seats," the company explained. "A soft molded insert, mechanically held in place, forms the seat in each half of the coupler."

"True alignment of pistons is insured by long guides. Pistons can be readily replaced after long service, if necessary, by unscrewing seat bushings."

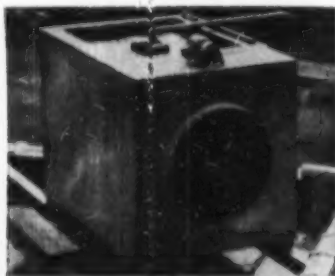
"An 'O' ring in socket half provides positive seal while coupling is connected. Protector caps are provided for covering coupler halves when disconnected. Available in 1/2-in. F.P.T. connections."

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On the Wetted Deck Surface of Koppers Pressure-Treated Wood

Here's the industry's greatest cooling tower value... "built like a battleship" for 20 years of foolproof performance. Halstead & Mitchell's pioneering in exclusive use of Koppers pressure-treated wood in the wetted deck surface makes possible the unprecedented 20-year guarantee against rotting, and provides the industry's most effective deterrent against fungi growth. Economical, lastworthy... the special H & M design for water distribution eliminates, thru the use of an efficient gravity-type distributing pan, extra pumping head required on spray type towers, also cuts down windage losses due to atomizing of water. The complete assembly is with Everdur bolts... disassembly is easy even after years of service. Easily accessible for cleaning through inlet on back of towers in all sizes.



MORE EFFICIENT IN ANY INSTALLATION

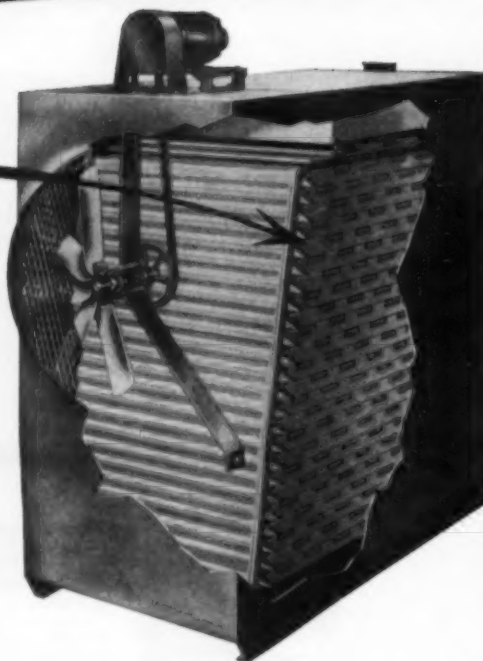
H&M #CT-4000 Induced Draft Cooling Tower supplying the condensing water for 10 HP and 10 HP water-cooled condensing units in 3-story jewelry store room air conditioning. Note open-type distributing pan. This installation also has remote water basin in basement for year-round operation.

5 TONS to 50 TONS

A cooling tower for all applications, from 5 to 50-ton capacities—made by Halstead & Mitchell, one of the world's largest manufacturers of water-cooled Cleanable Condensers.

AT LEADING WHOLESALERS EVERYWHERE

Write for descriptive bulletin and information on engineering help.



HOUSING—10 gage (3/4") sheet-steel case with 3 coats Bitumastic lining. Electrically welded cabinet. All bolts used are Everdur for ease of disassembly after years of service.

WATER DISTRIBUTION—Gravity type distributing pan eliminates extra pumping head, cuts down windage losses, due to atomizing water.

FAN AND DRIVE—Quiet-operating stainless steel 8-bladed fan, stainless steel shaft, chrome-plated rust-proofed pulleys. Cast iron bearing supports. Adjustable belt tension.

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Promote your own condensing unit sales with Filtrine's 20-year-life construction... high capacity... Super Storage... more than 40 years' dependability.

COOLERS FOR MESS HALLS - CAFETERIAS

Conform with Fed. Spec. 00-C-566b

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PACKAGED CIRCULATING CHILLED WATER SYSTEMS

REMOTE COOLERS FOR ALL USES

Sell your condensing unit with Filtrine Stainless Steel or Duco finished cabinets, equipped to suit with top/side shelves, bubblers, glass-fillers. Can be Taste-Master equipped to remove chlorine, rust, sediment from water.



Taste-Master

Sell your condensing unit with Filtrine models repeatedly named by V.A., Signal Corps, Air Force, etc. for X-ray and photo-labs. Under counter design and floor-mounted models with stainless steel work-table top. Filters (extra) to prevent scratched and pin-holed negatives.

Sell your condensing unit! Systems for drinking or processing water—completely packaged with pump, controls, your condensing unit factory installed. Capacities 5-400 g.p.h.; storage 5-150 gals. Filters and Rectifier-Dechlorinators (extra) to insure taste-free, sparkling water.



Remote Model Coolers

Sell your condensing unit with remote models for new and replacement jobs—all applications. Capacities 10-1000 g.p.h.; storage 7-300 gals. Filters, Rectifier-Dechlorinators available for all sizes.

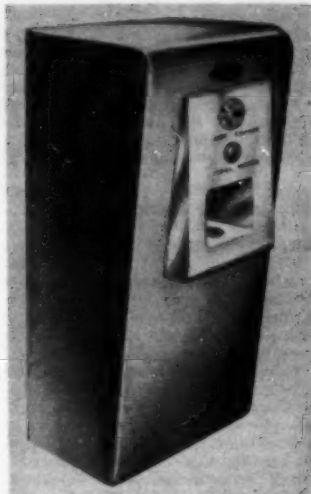


Write for catalog and Specification Guide
FILTRINE MANUFACTURING COMPANY • BROOKLYN 5 • N. Y.

"Water Coolers and Filters for 40 Years"

What's New (Cont.)

Combination Unit Serves Hot Coffee, Cold Water



KEY NO. B-1034

PHILADELPHIA—Rudd-Melikian, Inc., creator and manufacturer of automatic hot coffee dispensers, has introduced a combination automatic coffee dispenser and water cooler.

Press one button and out comes cold water. Press the other button and you get a hot cup of Kwik-Kafe coffee. A dial selector gives you a choice of coffee black, with cream, with sugar, or with both sugar and cream.

The combination unit, no larger than the average water cooler, serves either beverage in a sanitary paper cup. Kwik-Kafe, a Rudd-Melikian product, is a frozen-fresh liquid concentrate which is kept refrigerated within the unit until the moment served. The unit assures a uniform cup of coffee every time.

The combination unit can be set for either pushbutton or coin operation as desired. It is approximately 21 in. deep, 16 in. wide, and 45 in. high. Cost is approximately \$745.

Sub-Zero Makes Small Metal Chilling Machine



KEY NO. B-1035

CINCINNATI—Designed for use in the small shop, heat treating department, or laboratory, a 5-cu. ft. capacity chilling machine with a temperature range of from -90 to -150° F. has been introduced by Sub-Zero Products here. Sub-Zero Products is the manufacturing division of the Deepfreeze Distributing Corp. Called the model W-120-H, the

unit has a heat absorption capacity of 500 B.T.U. per hour—enough to chill 20 lbs. of steel to -120° F. when work is immersed in a convection fluid.

To facilitate handling and chilling of metal parts, the interior walls are of heavy gauge steel.

The entire unit measures 36 in. high, 72 in. long, and 27½ in. deep. The chilling chamber is 18 in. wide, 22 in. long, and 24 in. deep on the inside. The chest is insulated with 4 in. of Santocel.

A mullion heater in the channel cap keeps the exterior dry at all times, thus eliminating condensation, the manufacturer stated. The lid is counterbalanced to stay open in any position.

The unit is equipped with a ¼ and ½-hp. motor. Electrical circuit is 220 volt, single phase, 60 cycle. Approximate shipping weight is 1,050 lbs.

York-Shipley Develops 'Radiare Base-Heat'



KEY NO. B-1036

YORK, Pa.—"York Radiare Base-Heat," a new type of forced warm air heat system, has been put on the market by York-Shipley, Inc., here, manufacturer of York-Heat automatic heating equipment.

The elements of the new heating system described by C. H. Neiman, vice president in charge of engineering, are wide Radiare distributors which are placed in, or in front of, the baseboard to distribute a warm blanket of air along the outside walls of the home; small ducts; and York-Heat winter air conditioners, either oil or gas fired, properly sized for the installation. Standard blower speeds

are used in the winter air conditioners to distribute the heated air to the duct system.

Smoke tests conducted in the York-Shipley laboratories show that the Radiare distributor spreads a wide blanket of air up along the outside walls and that this air gently moves across the room.

The Radiare distributors come in three standard widths of 3, 4, and 5 ft. and can be combined to any width up to 10 ft. in order to cover a wide area of wall surface if required.

The Radiare distributors are connected through the floor to the air ducts by standard boots which come in four different types, so that all types of connections can be easily made. Supply ducts are available in 4, 5, and 6-in. diameters.

York Radiare Base-Heat can be used in any type of home where warm air heating is desired. It can be connected to any of the York-Heat winter air conditioner units; the high boy, low boy, downflow for distribution through ducts under a basementless house or in the concrete slab, and the suspended type unit which can be installed in crawl spaces or attics. These York-Heat units are available for both oil and gas-fired operation.

Preliminary tests in the field have shown that installation costs are cut up to 20% through the use of this new type of heating system. Fewer materials are used and fabrications on the job are eliminated through the use of the prefabricated ducts and distributors, as well as connector materials.

Neater warm air installations can

also be made with York Radiare Base-Heat because the small ducts can be run alongside carrying beams and between joists.

Complete instructions for estimating heating requirements and installation of this equipment are available from the manufacturer.



Stainless Steel Top with Glass Rail Marks Cooler

KEY NO. B-1037

HUDSON, Wis.—A new "Lo-Boy" type of beverage cooler designed for under-counter installation or out in the open has been added to the Nor-Lake catalog, the company announced.

The cooler features a complete stainless steel top with a glass rail to prevent objects being pushed off. A high-velocity sirocco-type blower is said to assure fast dry cooling.

Adjustable wire dividers make it possible to accommodate any size of bottle or package. The exterior is heavy gauge auto body steel with a baked enamel finish, and the interior is galvanized iron.

Three sizes are available—4 ft., 6 ft., and 8 ft. These same sizes are available as self-contained units.

Jordon trademark of reliability

Years of refrigeration experience, research, development, achievement and manufacturing have established for Jordon that priceless reputation for reliability. The performance of Jordon refrigerators has earned the confidence of people everywhere. So, for complete reliability in refrigeration—look to Jordon!

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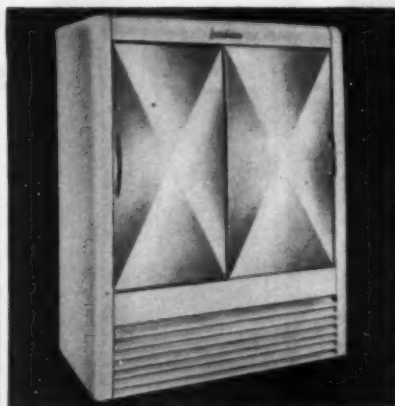
An example of Jordon's achievement is Jordon's new sliding door wall case. Because they do not pull open like conventional doors, Jordon sliding doors are ideal for any establishment having limited floor space. You get 25% more inside capacity with no increase in floor area. AND...

JORDON SLIDING DOORS KEEP REFRIGERATED AIR INSIDE

Opening conventional doors pulls cool air out, but with Jordon sliding doors, cool air stays in. This means your refrigerator does less work... costs less to operate AND...

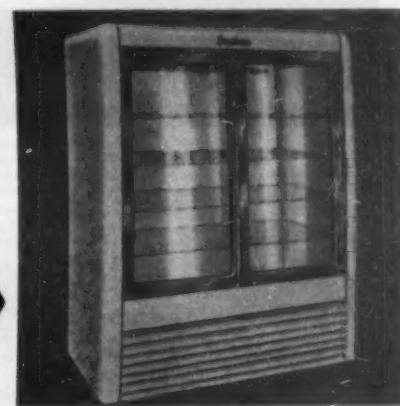
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Cooled air created by Jordon's exclusive Jord-O-Matic blower coil completely blankets your perishables, keeping food spoilage down... profits up. It's the industry's finest refrigeration system. And you're backed by Jordon's double warranty on all parts, workmanship and Hermetic Compressor.



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ior. All-alumi-
num interior
easier to clean
and easier to
keep clean.

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with white or
stainless steel
exterior. Glass
door and bril-
liant Jordon slim-
line lighting for
more effective
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by Paul Reed

For Service and Installation Engineers



Paul Reed

Non-Condensables In the System (2)

NITROGEN FOR TESTING

Nitrogen can be used for pressure-testing refrigerating systems. In fact, it is somewhat better than carbon dioxide for the purpose. Nitrogen also is available in portable size cylinders, and it too comes in ordinary commercial and "dry" grades. Only the dry nitrogen should be used.

Nitrogen does not liquefy at ordinary temperatures, but new drums of nitrogen have a pressure of between 2,200 p.s.i.g. and 2,300 p.s.i.g. at room temperatures. Therefore, a reducing valve must be used, as with CO₂.

Oxygen, also available in portable cylinders, **MUST NEVER BE USED FOR TESTING**. When oxygen comes in contact with the oil, an explosion occurs. There have been a number of fatal accidents in this manner.

There are other gases available in portable cylinders, a styrene, propane, butane, and similar hydrocarbon fuel gas. Since they are all highly flammable and explosive, it seems quite obvious that they cannot be used for testing.

REMOVE TEST GASES BEFORE CHARGING

If air, carbon dioxide, or nitrogen have been put into a refrigerating system for test purposes, they must be purged out after the test. Purging only will merely reduce the gas in the system to atmospheric pressure. The system will still have a great deal of air in it, and to get this remainder out, it must be pumped out.

The refrigeration compressor can, of course, be used, but this should be avoided if possible, for any dirt, or moisture in the system is pumped through the new, clean compressor. Instead, a vacuum pump should be used, that will pump a vacuum on the system down to 29 in. of mercury vacuum or lower.

Simply purging the test air or gas down to 0" gauge and then trying to further remove it by purging it out with some of the refrigerant itself is not effective. The test gas and the refrigerant mix, and some of the test gas remains, no matter how much purging is done.

Any air, carbon dioxide, or nitrogen that is left in the system is a non-condensable and when the refrigerant is put into the system, the test gas simply adds to the refrigerant pressure and causes high head pressures and the other objectionable effects of foreign gases in a refrigerating system.

The original air in the system, and the air carbon dioxide, or nitrogen used for testing, are the source of the original non-condensables in a refrigerating system.

AIR FROM VACUUM LEAKS OR SERVICING

Even though the system was originally free of non-condensables, they can get into the system after it is fully charged with refrigerant, and has been in operation for some time. If it is a low temperature system

whose operating suction pressure all or a part of the time is into a vacuum, air will be drawn into the system if a leak has been left, or later appears, on the low pressure side of the system.

Sometimes air is allowed to get into a system by carelessness or accident when the system is being serviced.

In many, and in fact most cases, there will be moisture in the air, and the moisture will make itself evident by frozen expansion valves, etc., even before the excessive head pressure due to the air in the system is noticed; although this is not always true.

In dry climates or in dry weather, or even inside heated buildings in the winter, the air may be so dry that no moisture trouble shows up. Especially with ammonia, but also with sulphur dioxide and methyl chloride, a slight amount of moisture is absorbed by the refrigerant, so that the only noticeable effect of air drawn into the system is abnormally high head pressures.

"FOUL GASES"

There is still another source of non-condensables in a system. This is from gases formed by chemical decomposition of the oil or refrigerant by some abnormal condition within the system. With the "Freons" and other low pressure refrigerants, this is ordinarily a minor cause of non-condensables in the system.

Just how important a part these "foul gases" play in an ammonia system is somewhat controversial, but it is probable that what are often mistaken for "foul gases" due to chemical action inside ammonia systems, are in a large part, due to air from leaks.

There is one "foul gas" in methyl chloride systems that should be mentioned, although it has been given so much publicity for the past 10 years that it seems that everyone should be familiar with it by this time. This is the formation of very highly flammable and explosive gases, one of which is aluminum trimethyl, when methyl chloride comes into contact with aluminum. The aluminum is chemically attacked by the methyl chloride and these truly "foul" gases are formed.

They are quite dangerous, and if it is suspected that such a condition exists, the refrigerating system must be treated with the utmost respect. These gases are so flammable that they do not have to be ignited by a flame, but burst into flame by "spontaneous combustion" as soon as they come into contact with the oxygen in the atmosphere.

If you run across such a situation, do not attempt to purge off the

gases. Pinch off the lines and get the unit outdoors. Purge the liquid out, and slowly fill the system with water. While doing so, wear a gas mask and gloves.

As mentioned earlier in this discussion, the non-condensables that get into a system often have moisture with them, and the moisture makes itself noticed through lack of refrigeration due to a frozen expansion valve.

In such a situation, the moisture must be removed by a good drier filled with silica gel, activated alumina, or calcium sulphate. But, the non-condensable still remains, and possibly it may remain unnoticed.

(To Be Continued)

Slayton To Direct NPA's Industrial Equipment Div.

WASHINGTON, D. C.—The National Production Authority has announced the appointment of Earle L. Slayton as director of the General Industrial Equipment Div.

Slayton was assistant to the president of Cherry Burrell Corp., dairy machinery manufacturer. He has been with the company for 34 years, as equipment sales manager and public relations director. He was the first chairman of the executive committee of the National Association of Dairy Equipment Manufacturers.

Office of Civilian Requirements Transfers Duties to 2 Agencies

WASHINGTON, D. C.—The Office of Civilian Requirements has been abolished and its functions and staff are being transferred to the new Office of Distribution, Department of Commerce, and to a new Civilian Requirements Div. in NPA's Policy Coordination Bureau, announces NPA Administrator R. A. McDonald.

Walter J. Currie has resigned as NPA assistant administrator to assist Horace B. McCoy in the organization of the Office of Distribution.

Leslie P. Doidge will act as director of the new Civilian Requirements division which will continue all the essential defense functions previously performed by NPA's Office of Civilian Requirements. He has been a special assistant to Currie.

The new NPA division will be responsible for defense production activities related to civilian requirements for consumer products and civilian production programs. It also will provide assistance to state, county, and local governments, to wholesale, retail, and service trades, and to private and religious institutions on materials problems.

UsAirc Names 3 Dealers In South and Southwest

MINNEAPOLIS—The appointment of three new franchise dealers in the south and southwest is announced by United States Air Conditioning Corp.

Keating Insulation & Contracting Co. of Charleston, S. C. will handle "UsAirc" self-contained store-type conditioners, "Refrigerated Cooler-Aire" packaged central station air conditioning units with built-in evaporative condensers, and "RKC" water chiller equipment. The new dealer's territory will include Charleston, Georgetown, and Beaufort counties.

Hamilton county and environs, in Tennessee, will be served by Pasco Distributors, Chattanooga, selling UsAirc store-type conditioners, Refrigerated Cooler-Aire assemblies, and window-type room air conditioners.

The Aire Engineering Co., Tucson, will market in southern Arizona the complete line of UsAirc equipment with the exception of certain smaller self-contained air conditioning units.

City Inherits Refrigerators; Business Becomes Brisk

BINGHAMTON, N. Y.—The city of Binghamton has been dging a brisk business selling used refrigerators—so brisk, in fact, that the supply is temporarily exhausted.

Sales of the refrigerators were disclosed with the filing of reports by City Purchasing Agent Joseph F. Cleary, who is responsible for the sale of unuseable materials, as well as the purchase of new supplies.

The refrigerators were inherited by the city when the State Division of Housing transferred administration of emergency veterans' housing units to the city, Deputy Comptroller Floyd A. Felter explained. They were surplus units which had been stored by the state agency, he added.

The present supply is gone, but there may be more later as the city demolishes other units, Felter said.

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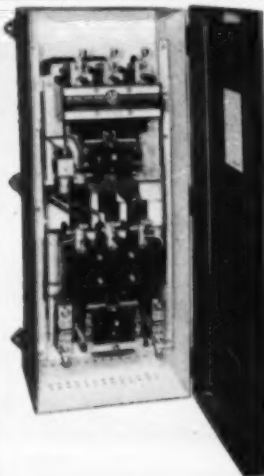


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QUALITY

R. B. Hubbard Elected President of IAEI; Maillard Is V. Pres.

MINNEAPOLIS—R. B. Hubbard, secretary-manager of the Rocky Mountain Electrical League, Denver, was elected president of the International Association of Electrical Leagues during the group's 17th annual conference at the Hotel Radisson here.

Managers of 30 leagues (including two from Canada) attended, along with representatives from all branches of the electrical industry.

In addition to Hubbard, other new officers are A. L. Maillard, managing director of the Electric League of Indianapolis, vice president; E. J. McGinnis, business manager of the Cincinnati Electrical Association, secretary; and H. E. Cook, executive secretary of the Electrical Association of Detroit, treasurer. Cook was also elected a member of the board.

Balance of the board of nine members was completed by the election of the following: Division I—W. J. Masters, Essex Electrical League, Newark, N. J.; Division II—S. E. Strunk, Electrical League of Cleveland; Division III—D. E. Rosenthal, Nebraska-Iowa Electrical Council, Omaha; Division IV—R. L. Halverson, Intermountain Electrical Association, Salt Lake City; and Division V—J. P. Mowat, Electric Service League of Ontario, Toronto.

The immediate past president, J. G. Waddell, Electric Institute of Boston, will serve as an advisory member of the board. O. C. Small, manager of the Business Development Dept. of NEMA, was re-appointed corresponding secretary.

Merchants Can End Free Delivery of Small Parcels

WASHINGTON, D. C.—If a retailer desires to do so, he can now end free delivery service on any parcel the customer can carry from the store by hand, the Office of Price Stabilization ruled recently.

The action was taken in General Overriding Regulation 38, which also permits the retailer to increase the minimum purchase needed in order to qualify for free delivery. Thus if formerly, the retailer had been giving free delivery on all purchases over \$3, he can now require the minimum purchase to be \$4.

Construction Begins on Hussmann Aircraft Bldg.

ST. LOUIS—Hussmann Refrigerator Co. has started construction on a new building here to increase facilities of its Aircraft Div. The company is now in production of aircraft contracts for the Army and Navy, manufacturing major air frame assemblies.

This new building with 128,000 sq. ft. of space at a cost of \$1,000,000 was required to permit Hussmann to handle additional aircraft production of contracts just received.

Upon completion of this building the Aircraft Div. of the company will have a total of 275,000 sq. ft. all devoted to production at Taylor and North Broadway. By reason of the new contracts and increased facilities about 750 employees will be added to the Aircraft Div. Building is expected to be completed early in 1953.

The aircraft facilities is a separate operation and does not affect the refrigerator manufacturing division.

Coolerator --

(Concluded from Page 1, Column 4) ranty on the unit, and five-year food protection warranty.

The model FB-105, 10.5-cu. ft. capacity, has a suggested list price of \$399.95; model FB-141, 14-cu. ft. capacity, \$459.95; and model FB-200, 20-cu. ft. capacity, \$599.95.

TWO-DOOR MODEL TOPS LINE

Two 11-cu. ft. refrigerators, three 10-cu. ft. plus boxes, and three 8-cu. ft. plus boxes were shown to the distributors. Top of the line is the RTB-119, a two-door custom-designed model equipped with automatic defrost, roll-out shelves, and a separate frozen food chest of 75-lb. capacity. It carries a national suggested list price of \$499.95.

The other 11-cu. ft. box is the RDB-117, a single door model with automatic defrost and roll-out shelves. It is priced at \$449.95. The custom 10-cu. ft. model having these same features is the RDB-103, priced at \$399.95.

Five refrigerators, two 10-cu. ft. and three 8-cu. ft. models are narrow width "Space Savers." The RB-101 at \$299.95 and the RB-106 at \$339.95 are just 28 in. wide. They are equipped with full-width freezers, large capacity "Crispators," and door racks.

The 8-cu. ft. models are 24 in. wide and offer 8 cu. ft. of capacity in the space ordinarily occupied by a 6-cu. ft. box. The RB-83, RB-84, and RB-86 feature full-width freezer and door shelves. In addition, the RB-86 at \$279.95 offers a 16-qt. Crispator, meat drawer, and butter keeper.

HIDDEN HEAT FEATURED IN RANGES

Coolerator's five new electric ranges for 1953 feature hidden heat ovens that are said to create 25% more capacity and distribute heat more evenly.

Three are color-guide pushbutton ranges. The HB-20 at \$439.95 is a double oven model with a "Quik-Lift Well-E-Vator" control dial. The HB-19 at \$359.95 has most of the deluxe features of the HB-20 but is a single oven model with warmer drawer. The HB-18 is a single oven model priced at \$294.95.

Two standard models are the HB-17 at \$299.95 with two ovens, and the HB-16 at \$269.95 with a single oven. Other features are seven heat control dials, hidden heat oven, and four large surface units.

INCREASED ADVERTISING DUE

Distributors were informed that Coolerator intended to increase its advertising in large consumer magazines; and the parent company, International Telephone and Telegraph Corp. plans a year-long, once-a-month page or double-page program in the *Saturday Evening Post*.

Planned for dealers is a campaign featuring offerings of free aluminum ware or ovenware sets with the purchase of Coolerator appliances, displays of national advertisements, and a background display of full window width featuring "Your Home Deserves the Finest."

At the distributor level, an "Operation Santa Claus" prize contest will be staged to get new dealers.

Supreme Court To Rule On Price Discrimination

WASHINGTON, D. C.—The section of the Robinson-Patman Act which makes it illegal for a buyer to induce or receive an unfair discrimination in price is going to be interpreted by the U. S. Supreme Court.

The high court agreed to rule on the section after a petition was filed by Automatic Canteen Co. of America. The company is seeking reversal of an order issued by the Federal Trade Commission.

Under the order, the company is prohibited from obtaining special low prices from its suppliers of candy, gum, and nuts. The FTC accused the company of "knowingly inducing" price reductions in violation of the act.

Memphis Firm Takes on Hamilton Clothes Dryers

TWO RIVERS, Wis. — McDonald Brothers Co., Inc., Memphis, Tenn., has been appointed distributor of Hamilton automatic clothes dryers in western Tennessee, northern Mississippi, and eastern Arkansas, according to R. G. Halvorsen, vice president in charge of sales, Hamilton Mfg. Co.



"Slants on Service" is a "package" devised by the NEWS to meet the needs of its busy readers in the service and contracting business.

Oil Separator Can Also Stop Noise Pulsations

Oil separators, which are recommended in many applications for their primary function of returning oil to the crankcase of the compressor before it gets into other parts of the system, can prove helpful as noise eliminators.

This is particularly true in a system where an evaporative condenser is employed and noise is a serious problem, such as certain air conditioning applications.

The use of evaporative condensers has introduced the problem of gas pulsation and vibrations in the hot gas discharge line, according to T. A. Williams of Worthington.

"These vibrations are often severe enough to tear the discharge line from its mounting and break the line," he declares. "Quite frequently a system which has unloading or capacity control will give no problem when operating fully loaded but will be very noisy when unloaded."

"This problem can usually be avoided by installing a properly designed muffler, or an oil separator, which is sized for the compressor, in

the hot gas discharge line. It is recommended that one or the other be installed in the system whenever an evaporative condenser is used."

Unit Terminal Color Codes For 14 Different Makes

Servicemen who test hermetics in the field with a three-wire test cord are sometimes stumped by the problem of determining which terminal is which on an unfamiliar unit. Although each terminal or lead is color coded, the code used differs with various makes.

Here's a rundown of the unit terminal color coding employed by 14 popular makes of refrigerators:

Gibson and Grunow: red, start; white, run; black, common.

Frigidaire, Westinghouse, and Servel: red, start; black, run; white, common.

Crosley: black, start; white, run; red, common.

Coldspot, Copeland, General Electric, Kelvinator, Leonard, Norge, Philco, and Tecumseh: white, start; red or green, run; black, common.

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PATENTS

Week of August 26
(Continued)

2,006,301. LIQUID INDICATOR AND STRAINER FOR REFRIGERATING SYSTEMS. Robert Spencer Graves and Douglas Benjamin Ogier, Jr., Columbus, Ga. Application Oct. 21, 1950, Serial No. 101,548. 2 Claims. (Cl. 210-104.)



1. A liquid indicator providing means for viewing a strainer adapted to be interposed in a refrigerating system, comprising a tubular member having a sight opening between the ends thereof, a screw cap threaded on each end of said member, threaded nipples carried by said caps, a transparent tube 12 said member and extending across said opening, a sealing washer at each end of said tube, a spring at each end of said transparent tube, on end of said spring bearing against a cap and the other end of said spring bearing against one of said washers whereby to place said washer under sealing pressure, said strainer comprising a tubular screen in said tube and terminating midway the length of said sight opening, an inner screen wall carried by the inner end of said screen, and an annular flange carried by the outer end of said screen bearing against the adjacent outer end of one of said nipples, a pipe having a flange bearing against the flange on the outer end of the screen wall and a threaded coupling secured to the one of said nipples and retaining the screen and the pipe against displacement from the one nipple.

2,006,302. SHAFT SEAL FOR LOW-TEMPERATURE EXPANSION REFRIGERATION. Philip M. Niles, Kenosha, W. Y., assignor, by mesne assignments, to Union Carbide and Carbon Corp., a corporation of New York. Application Dec. 3, 1947, Serial No. 705,430. 5 Claims. (Cl. 210-39.)



1. In an expansion machine for producing low temperature refrigeration and having an impeller wheel disposed within a casing and mounted on a long flexible shaft, a shaft sealing means mounted in an extension of said casing about the shaft, said sealing means being disposed at a substantial distance from the wheel, a partition near the wheel through which the shaft passes for forming an elongated space around the shaft between said partition and said sealing means, said space between the shaft and casing extension

SALES TRAINING DIRECTOR

National manufacturer of commercial and industrial refrigeration products has opening for a sales training director to organize a national program of hiring, training and management of sales personnel. Development of a sales training manual integral part of program. Extensive travel required. Outstanding opportunity for advancement in rapidly expanding sales organization. Replies confidential. Send resume to:
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Government Contracts

PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free check-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing office under which the purchase is listed in this synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following: U. S. Army Ordnance Office; Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Haritan Arsenal; Rock Island Arsenal; Springfield Arsenal; Watervliet Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of these offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

Invitations for Bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q," or, if numbered, the number will be followed by the letter "Q."

containing quiescent expanded fluid under superatmospheric pressure the construction and arrangement being such as to maintain heat transfer from the sealing means toward the wheel at a desired low value; and means for preventing escape of such expanded fluid along the shaft comprising a film retaining surface of said sealing means completely surrounding a portion of said shaft, means for supplying lubricant under a pressure greater than said superatmospheric pressure to said film retaining surface, and means for draining excess lubricant escaping along said shaft from either side of said film retaining surface, said draining means being constructed and arranged to drain lubricant only and prevent flow of expanded fluid to the outward side of said partition.

DESIGNS

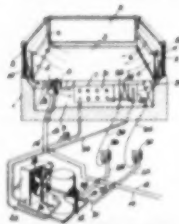
187,561. REFRIGERATOR DOOR HANDLE. DLR, Donald Doley, Center Township, Vanderburgh County, and Charles D. Dushak, Evansville, Ind., assignors to Servel, Inc., New York, N. Y., a corporation of Delaware. Application May 6, 1952, Serial No. 10,681. Term of patent 14 years. (Cl. D97-3.)



The ornamental design for a refrigerator door handle, as shown.

Week of September 2

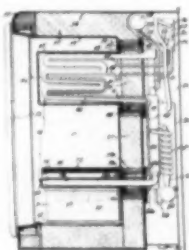
2,006,303. TEMPERATURE AND HUMIDITY CONTROL FOR REFRIGERATED DISPLAY CASES. Melvin W. Steelman, Cobleskill, N. Y., assignor to Tyler Fixture Corp., Niles, Mich., a corporation of Michigan. Application Oct. 2, 1950, Serial No. 157,808. 3 Claims. (Cl. 68-4.)



1. Means for controlling the temperature and humidity in an open top display case comprising means for circulating a current of air to pass under said case and across said case above its bottom, a cooling evaporator and a heating unit in

said air current under the case in position to have air circulate first past the cooling evaporator and then past the heating unit, refrigerating mechanism for cooling the cooling evaporator, thermosensitive means located in the air current between the cooling evaporator and the heating unit for controlling operation of the refrigerating mechanism, and thermosensitive means in the air current beyond the heating unit in the direction of its flow for controlling operation of the heating unit.

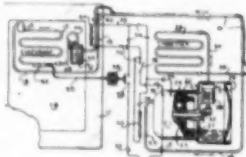
2,006,304. MULTIPLE TEMPERATURE HOUSEHOLD REFRIGERATOR. Gunnar Axel Grubb, Stockholm, and Per Arne Beckman, Tulsa, Sweden, assignors to Aktiebolaget Elektrisola, Stockholm, Sweden, a corporation of Sweden. Application Feb. 26, 1948, Serial No. 11,197. In Sweden Feb. 28, 1947. 15 Claims. (Cl. 68-119.5.)



1. A refrigerator comprising a cabinet having the interior subdivided into compartments, absorption refrigeration apparatus having an inert gas circuit including an absorber and a low temperature cooling element and a higher temperature cooling element, said higher temperature cooling element being primarily effective to cool one compartment and said low temperature cooling element being primarily effective to cool another compartment which constitutes a freezing section, and structure including said low temperature cooling element which provides a top wall for said freezing section and also serves as a supporting surface upon which matter to be frozen may be placed, said low temperature cooling element being located at a level between the upper end of the absorber and the liquid level therein.

2,006,304. REFRIGERATING APPARATUS. Graham S. McCoy, Springfield, Mass., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Application April 21, 1950, Serial No. 157,829. 3 Claims. (Cl. 62-117.5.)

3. In refrigerating apparatus, the combination of a refrigerant circuit comprising a compressor, a condenser for liquefying the refrigerant vapor compressed by said compressor, an evaporator, a liquid line including a restrictor for conveying refrigerant liquid from said condenser to said evaporator, and a suction conduit connecting said evaporator with said compressor, said suction conduit having a portion thereof in heat exchange relationship with a portion of said liquid line ad-

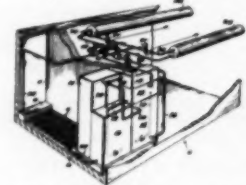


acent said evaporator, and means for applying heat to the refrigerant flowing in said circuit to effect defrosting of said evaporator, said means comprising a heating element disposed adjacent the heat exchanging portion of said liquid line and said suction conduit to vaporize at least a portion of the refrigerant flowing through said liquid line and said suction conduit.

2,006,305. REFRIGERATING APPARATUS. John E. Woods, Cohasset, Mass., assignor to Standard-Thomson Corp., Boston, Mass., a corporation of Delaware. Application Oct. 8, 1950, Serial No. 120,115. 4 Claims. (Cl. 62-21.5.)

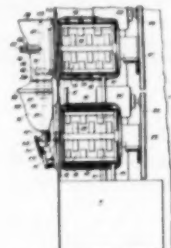
1. A refrigerating system comprising a heat exchanger for cooling a fluid refrigerant, means for maintaining a supply of Dry Ice to cool the refrigerant, a con-

tainer for Dry Ice to provide pressure for circulating the refrigerant, a chamber for receiving the circulated warm refrigerant, a pair of tanks, pipe connections between the tanks and chamber so dis-



posed that part of the warm refrigerant flows into each tank, means for passing the refrigerant from one of the tanks through said heat exchanger, and a mixing valve for mixing the refrigerant thus cooled with warm refrigerant from the other tank to provide a cooling medium having a sufficiently high temperature to prevent excessive dehumidification of the space to be cooled.

2,006,307. FROZEN CUSTARD MACHINE. Ben W. Woodruff, Chicago, Ill. Application July 29, 1949, Serial No. 107,520. 3 Claims. (Cl. 62-114.)



1. In a frozen custard machine including cabinet and refrigeration means within the cabinet, a freezing chamber within said cabinet for freezing a prepared mixture, a storage chamber for said mixture within said cabinet and positioned above said freezing chamber, a first coil positioned about said freezing chamber, a second coil positioned about said storage chamber, said coils being connected to said refrigeration means so that said chambers are cooled with said freezing chamber being cooled to a lower temperature than said storage chamber, removable cover means communicating with each of said chambers and having a passage therein for interconnecting said storage chamber and said freezing chamber, a metering valve in said passage for controlling the flow of mixture therebetween, said cover means having a discharge opening therein for removing frozen mixture from said freezing chamber, a gate removably closing said opening in said cover means, and means within said cover means interconnecting said gate and said metering valve for operating said metering valve to receive a predetermined quantity of mixture from the storage chamber upon opening said gate and for discharging the predetermined quantity of mixture into said freezing chamber upon closing said gate.

(To Be Continued)

CHIEF ENGINEER

Rapidly expanding National Manufacturer of commercial and industrial refrigeration product has opening for Chief Engineer to head Engineering Division of Corporation. Full responsibility for Product Design, Production Engineering, Test Laboratory, Experimental and Inspection. This is a high-level management position. Replies strictly confidential. Send resume to:

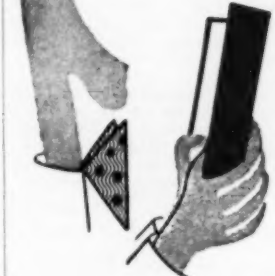
Box 4097, Air Conditioning & Refrigeration News

American Chemical Paint Opening West Coast Unit

AMBLER, Pa.—American Chemical Paint Co. announced that it has acquired office and plant facilities in Nile, Calif. (near San Francisco) and expects to be operating there about Nov. 1.

Present plans include the production of metal-working chemicals (rust-proofing and paint-bonding phosphate coating chemicals, pickling acid inhibitors) and agricultural chemicals. Heading the branch will be George H. Williamson, who was formerly associated with the company's Detroit office.

"Stories of the Week" In Handy Form



In response to hundreds of requests from AIR CONDITIONING & REFRIGERATION NEWS subscribers, the conductor of its "Inside Dope" column has collected and grouped his best "Stories of the Week." They are now available in convenient book-form for your reading and working pleasure. The book is entitled: "You'll Love This One."

Everyone will enjoy reading this book, we hope, but for the salesman—and for anyone who may be called upon to "say a few words" at a meeting—it should have special appeal.

Here's why: this book of good stories you can tell is printed on thin paper, bound in flexible leatherette, and designed to fit neatly into your inside coat pocket.

While waiting in an ante-room to see Mr. Bigdome, the sales representative can thumb through it and pick out four or five pertinent jokes which are guaranteed to put his prospect in a good mood.

The man about to make a speech—or one who figures he may be asked to rise and shine extemporaneously—can consult it surreptitiously while the toastmaster is doing his stuff. Although it's jam-packed with grand tales, it isn't bulky. Rather, it's unobtrusive. Looks more like a leather wallet than a book.

You can be the life of the party if you've memorized some of the anecdotes in this book. Everybody loves a good story well told—and all the jokes in this book have been tested on tough audiences, both large and intimate, by the author.

Within its 236 thin-paper pages more than 200 sure-fire laughs are presented. You can use it profitably, and so can your friends. It's handsomely turned out, and will make an appreciated gift anytime.

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10-30-52

Gas Heating Controls

By Service Information Division,
White-Rodgers Electric Co.

12—Installation Hints For Gas Valves

Gas valves are coil type controls; they operate with solenoids, relays, or motors. The energy demanded to properly do the work of opening or closing the valves is obtained from electric power. The valves are rated in watts, and the watts rating is determined by the voltage and current that it takes to operate the valve.

It is essential that the voltage supplied to the valve be very close to the voltage rating of the valve. If the voltage is correct and the valve is mechanically correct, the current and watts will take care of themselves.

Voltage drops occur where power lines are overloaded, where wiring is too small to carry the load. Appliances continually being added to old or existing supply lines that were not designed for the load are the most frequent offenders that cause voltage drops.

The majority of controls will operate where the voltage drop does not exceed 15% of the voltage rating. However, the 15% places control operation on a fringe area and any slight mechanical resistance to the operation of the parts may cause the control to function improperly.

Noise such as a hum, valves not opening, or sluggish valve operation

may be due to a voltage drop.

Common causes of control coils overheating may be due to voltages greater than the valve is rated to carry—or due to dampness in the coil.

You can check voltages by using the data previously given. Watch transformer ratings on low voltage circuits.

If a coil has been subjected to dampness, remove the control and bake the coil for a sufficient period of time to remove all the moisture. The baking temperature must not exceed 140° F.

The seats of valves are machined into the valve body. When installing or removing a valve, never take a wrench hold around the valve body. Place wrenches only on the wrench bosses provided. Always place the wrench on the boss closest to the pipe onto which the valve is being installed, or from which it is being removed.

Never place a valve body in a vise. Always screw a short nipple into the pipe opening of the valve before holding the boss in a vise.

Valve bodies that are strained or distorted will cause a valve to leak.

Never apply pipe dope to the pipe opening of a valve—always apply it to the pipe thread. Use clean pipe free of scale. No valve can close if there is dirt or pipe dope on the valve seat.

Louis C. Upton, Whirlpool Founder, Dies of Cerebral Hemorrhage at 65

NILES, Mich.—Louis C. Upton, chairman of the board and founder of Whirlpool Corp., died in Pawating hospital here Oct. 9 of a cerebral hemorrhage. He would have been 66 years old Oct. 10.

After spending the morning in his office at the main Whirlpool plant in nearby St. Joseph, Upton joined several friends for lunch at Niles. En route he was stricken and taken immediately to the hospital. He never regained consciousness.

Survivors include his wife, Elizabeth; a brother, Fred S., vice president and treasurer of a company; a son, Robert C., vice president in charge of industrial relations at Whirlpool; and a daughter, Mrs. Henry Sears Hoyt, Jr. of Winnetka, Ill.

Upton organized Upton Machine Co. in 1912 and served as its president until 1929. In that year, he became vice president of Nineteen Hundred Corp., a firm resulting from the merger of Nineteen Hundred Washer Co. and Upton Machine Co. He was elected president of the new concern in 1933 and served in that capacity until 1949.

In 1949, Upton was elected chair-

man of the board. He continued in that position when Nineteen Hundred Corp. changed its name to Whirlpool Corp. in 1950.

He was a former president of the Michigan Manufacturers Association and the American Washer & Ironer Manufacturers Association and had been a vice president and director of the American Washing Machine Manufacturers Association and a national councillor of the U. S. Chamber of Commerce.

Westinghouse Franchises Distributor In Pittsburgh

PITTSBURGH—J. A. Williams Co. here has been granted a distributor franchise for Westinghouse Electric housewares and floor polishers, the manufacturer announced.

The new distributor serves over 6,500 retailers, principally in the area covered by Pennsylvania, West Virginia, and Ohio. Leroy L. Williams is president of the firm, A. M. Jaffe is treasurer and general manager, A. A. Golomb is sales manager, and A. H. Wagman merchandise manager.

General Controls Opens Skokie, Ill. Plant To Strengthen Midwestern, Eastern Markets

SKOKIE, Ill.—In a move aimed at strengthening its middle western and eastern market operations, General Controls Co. has opened a new plant here.

Opening of the plant on Sept. 29 was highlighted by a luncheon attended by the mayors of Chicago, Skokie, and surrounding towns, civic officials, officers of the Chicago Association of Commerce and Industry, and other business groups, and executives of major business firms in the Chicago trading area.

The ceremony was presided over by General Controls leaders, including company President William A. Ray, Vice President in Charge of Sales J. F. Ray, Vice President in Charge of Production Alvin W. Ray, and Sales Manager Fred E. Weldon. The latter will be in charge of the new facility.

Built at a cost of approximately \$750,000, the plant is a modern structure of 60,000 sq. ft. of floor space located on a five-acre lot in the industrial development outside of Chi-

cago. Additional land is available on the present site for future plant expansion.

Complete facilities will be available shortly for manufacturing of General Controls' products in the field of automatic controls for pressure, temperature, level, and flow for the home, and industrial use. Warehouse space will enable General Controls to service its customers in the midwestern and eastern markets.

Remainder of the new plant will provide office and servicing facilities formerly located in the firm's Chicago branch office. Douglas S. Stierner, manager of refrigeration sales for General Controls, also will make his headquarters in the plant.

Opening of the factory-warehouse facility points up the growth experienced by the California firm since the end of World War II. In the past four years, sales have doubled, from a total of \$7,000,000 in 1948 to an

expected \$14,000,000 this year, the company said.

In that same period, the distribution of General Controls products has been extended across the country, accelerated by the establishment of factory operated branch offices in strategically located sites. The company now maintains a total of 32 sales and servicing outlets in the U. S.

In his opening remarks at the luncheon, President Ray stated that the Skokie plant will enable General Controls to reduce production costs by manufacturing closer to the basic sources of supply. It also will materially improve the firm's delivery schedule, he said, and its servicing operations in the midwestern and eastern markets.

Ray called attention to the fact that his company is an excellent example of what can be accomplished under the free enterprise system.

Just 22 years ago, General Controls consisted of two Ray brothers operating out of an old loft in Oakland, Calif. Today, he said, the firm employs 1,200 persons and has a 12-acre plant in Glendale, Calif., and the 32 branch offices.

CLASSIFIED ADVERTISING

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POSITIONS WANTED

MANUFACTURER CONNECTION preferred—15 years' experience in sales, service of appliances, commercial refrigeration and packaged air conditioning. 13 years' experience in hiring and training salesmen, service men and organizing distributors. Making change immediately. Write BOX 4115, Air Conditioning & Refrigeration News.

SALES AND business management executive available after November 1. Fifteen years' experience in commercial refrigeration, air conditioning and heating industry. Small and large corporation experience. Right age. Aggressive. National following of dealers, jobbers, distributors and manufacturers representatives. Write BOX 4117, Air Conditioning & Refrigeration News.

SERVICE ENGINEER available with 20 years' experience in commercial and industrial refrigeration, air conditioning and heating, middle forties, aggressive, engineering background, can handle any size equipment, willing to travel, would be interested in field service or service manager. Prefer midwest or southern states. References on request. BOX 4120, Air Conditioning & Refrigeration News.

SALES EXECUTIVE, available soon, 16 years' experience in all phases of heating and refrigeration. Extensive background in sales promotion, specialty selling, management, advertising and engineering on both wholesale and retail levels. Record open on closest scrutiny including average earnings in excess of \$25,000.00 yearly. Willing to relocate but position sought must be substantial and have potential. BOX 4124, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

DISTRICT REPRESENTATIVE wanted for Baker Refrigeration Corporation or Manufacturer's Representative. Liberal commission basis. For southern Ohio plus southern Indiana territory. Products include complete Baker Freon and Ammonia refrigeration and air conditioning line including Packaged Store Coolers. Income opportunity for \$15,000 plus for capable man. Please send resume with photograph to BAKER REFRIGERATION CORPORATION, South Windham, Maine.

EXPERIENCED COMMERCIAL refrigeration salesman. Exceptional opportunity. "DAD" CLARK FIXTURES, Tulsa, Oklahoma, 30 years. Building boom, 250,000 population. Will share sales profits 50-50. Will make producer \$500.00 weekly. Exclusive territory whole city. Long terms on sales. Several nationally known lines. Write us your sales record. Strictly confidential.

ENGINEER—EXPERIENCED with design, test and dehydration of small wind units. Excellent starting salary. This is a long range program and unusual opportunity for the right man with a leading manufacturing company located in New York City. Write full details BOX 4090, Air Conditioning & Refrigeration News.

PURCHASING AGENT. Leading manufacturer, located in New York City, has unusual opportunity for a man experienced with small window units. Excellent starting salary, long range program. Write full details BOX 4100, Air Conditioning & Refrigeration News.

SALES ENGINEERS. Leading manufacturer of air conditioning, refrigeration and heating equipment has openings for two sales engineers. Areas: New York City, Philadelphia. Send resume covering age, education, experience. Our present sales engineers know of this ad. BOX 4108, Air Conditioning & Refrigeration News.

ENGINEER: YOUNG man who has rudimentary knowledge of refrigeration, for development of new product and to assist

salesmen with technical data. Wonderful opportunity for advancement. Location Detroit. Write fully. BOX 4118, Air Conditioning & Refrigeration News.

SHOP SUPERINTENDENT: Metal working plant located near Detroit has one of the finest opportunities imaginable for a man who can schedule production, handle labor and push work through a shop. Tell us what you have done and family you can do. BOX 4119, Air Conditioning & Refrigeration News.

WANTED—REFRIGERATING Engineer 30 to 45 with wide experience and educational background in refrigeration. Ability to assume responsibility and handle all phases of refrigeration including testing laboratory. Real opportunity with well established manufacturing concern located in Midwest. Applications held in strictest confidence. Write now giving details. BOX 4122, Air Conditioning & Refrigeration News.

AS THE owner of contracting dealership in Midwest, I have an opportunity for a graduate engineer familiar with estimating design, and control of air conditioning systems, who will be second to me in operation of the business. Have represented Carrier for the past 13 years and familiarity with their methods will be of advantage. Tell me about yourself. BOX 4123, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

NEW—1/2 and 3/4-hp. open type refrigerating units, air cooled. Price: 1/2 hp. \$64.24; 3/4 hp. \$102.60. These units are equipped with Clifton compressor bodies and Century capacitor type motors with built-in thermal protection. Freight allowed on quantity orders of 10 units or more, may be assorted sizes. Write for literature and specifications. ARCTIC-AIRE, 1621 Grand Ave., Kansas City, Mo.

FEW HUNDRED 1950, 6 cu. ft. used household refrigerators all in good condition. Write for prices MANN REFRIGERATION SUPPLY CO., 440 Lafayette St., New York 3, New York.

BRAND NEW 1953 frozen food merchandisers original crates. Model FDS18A, 15 cu. ft. thermopane doors; ultra modern superstructure; Kelvinator unit, 5-year warranty. Factory list \$723.50, your cost \$571.50. Order immediately; send for illustrations. MANN REFRIGERATION SUPPLY CO., 440 Lafayette Street, New York 3, N. Y.

AT A SACRIFICE—Oven for drying compressors, 10 ft. long, 3 ft. wide, 5 1/2 ft. high, door opening 32 1/2 x 27", 18 gauge galvanized iron exterior lined with 1 1/2" asbestos board, 3/4" steel plate floor, 4 1/2" x 3 1/2" I Beam on ceiling, full length of oven. Equipped with fifteen 500 watt, 230 volt, strip heaters split in 3 phases of 220 volts. Connections for pump-out compressor. Sale price, \$250.00 F.O.B. Omaha, Nebraska. SIDLES COMPANY, 508 South 19th Street, Omaha, Nebraska.

ATTENTION SERVICEMEN—Send for our new catalog—on controls, valves, relays, brass fittings, V-belts—hermetic and open type units. All new merchandise at great savings up to 50%; sold on money back guarantee. WALTER W. STARR REFRIGERATION, 2638 Lincoln Ave., Chicago 13, Illinois.

FOR SALE: Surplus inventory. Triple-glazed display case glass units, sizes 34" x 80" panes 1/2" thick, to fit 5 ft. display cases. Packed six to a crate, brand new and in original crates, never opened. \$25.00 per unit, F.O.B. Philadelphia. BOX 4105, Air Conditioning & Refrigeration News.

APPROXIMATELY 400 piece quadruple 1/2" plate Thermopane 14 1/2" x 40 1/2"—all new—available at one-half original cost. Surplus inventory due to change in manufacturing program. Originally scheduled for use with special low temperature equipment. Write BOX 4121, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

USED AIR conditioners wanted by New York City contractor, prefer package type units 1/2 hp up to 10 hp capacity, in any condition. Will also consider new equipment. BOX 4107, Air Conditioning & Refrigeration News.

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Standardization --

(Concluded from Page 1, Column 3)
may be happening on the compressor program.

The firm of Consultants, Inc., headed by T. H. Urdahl, has been engaged to make a factual survey and study of the requirements of the military agencies and the products of the industry as these apply to such requirements. Purpose of such a survey and study will be to develop factors of common denominators among the various makes and sizes of refrigerating equipment as the basis for such standardization for interchangeability and its possible limitations.

Urdahl was a captain in the U. S. Navy during World War II and was directly connected with the procurement of air conditioning for Naval installations both during and after the war, and is thus very familiar with the industry and its products. Cooperating with Consultants, Inc. in gathering and charting the data needed for the program will be Alonzo Ruff and Luke St. Onge of the B. C. Patterson Associates of York, Pa.

Ultimate objective of the standardization effort is to simplify spare parts supply and maintenance in order to increase efficiency and effectiveness of military supporting services to combat areas. The committee is to develop plans for reducing the number of types of refrigeration and air conditioning units used by the three military departments to attain the maximum practicable interchangeability of parts and components.

Procurement practices have often varied widely within a single department of the military. For example, no single service in the Army procures all the refrigeration equipment for that branch of the service.

The Corps of Engineers has had the responsibility for cold storage warehouses of the permanent type, and the Engineers Corps has also been responsible for all air conditioning in the Army with the exception of specialized process air conditioning.

The Quartermaster Corps, on the other hand, has been concerned with the relatively small unitary types of equipment of a mobile or portable nature, and has directed maintenance of equipment.

Members of the main committee undertaking this task are: Donald French, Carrier Corp.; B. S. Booher, General Motors Corp.; L. W. Larsen, Tecumseh Products Co.; R. F. Lauer, York Corp.; J. L. Ditzler, Westinghouse Electric Corp.; C. L. Coulter, Lehigh Mfg. Co.; Clyde Ploeger, Serval, Inc.; S. D. Lovely, Chrysler Corp.; Oscar Buschman, Copeland Refrigeration Corp.; Frank Hawk, Brunner Mfg. Co.; and K. A. Gould, General Machine & Mfg. Co.

Rear Admiral J. W. Fowler, USN (Ret.) Director of the Defense Supply Management Agency, is chairman; Nathan Brodsky, Deputy Director of the Defense Supply Management Agency, is deputy chairman; and Kenneth A. Simmons, Office of Standardization, Defense Supply Management Agency, is government liaison representative of the committee.

Carrier Will Cool Big Aircraft Carrier

SYRACUSE, N. Y. — What is claimed to be the largest air conditioning installation ever to be made in a combat ship of the United States Navy has been contracted for by Carrier Corp., which will provide the air conditioning and refrigeration equipment for the world's greatest aircraft carrier, the U. S. S. *Forrestal*.

This was made public recently by William Bynum, Carrier executive vice president, in announcing a contract with the Newport News Shipbuilding and Dry Dock Co.

The contract, amounting to more than \$300,000, calls for six 150-ton centrifugal refrigerating machines for air conditioning the entire ship, including living quarters as well as control and operating compartments.

"Reflecting the studies of the Navy through its Naval Medical Research Institute on the environment and physiological effects of air conditioning on ships' personnel, the Carrier equipment will be made an integral part of the *Forrestal* installation as a means of contributing to its fullest efficiency in combat under modern warfare conditions as well as in peacetime maneuvers," Bynum said.

The refrigeration equipment aboard the U. S. S. *Forrestal*, also being supplied by Carrier, will be a direct expansion system of the reciprocating type for the ship's stores and cold storage compartments comprising approximately 25,000 cu. ft.

Residential Cooling --

(Concluded from Page 1, Column 3)
of a mechanical refrigeration system; (2) a "clinic" type session aimed at airing and moving toward the solution of mutual problems.

"What the builder wants in a year-round air conditioning system," said one authority, "is a nice, all-in-one package that will occupy no more than 12 sq. ft., that will go through a standard doorway, that can simply be dumped over and in between duct openings, and then be hooked up to a 110-volt electrical circuit and be ready to operate."

"While the air conditioning industry certainly must try to give the builder a compact, packaged unit, at the same time the builder must be educated to some of the problems involved, and the fact that it can't, presently at least, be quite as simple as the builder hopes it might be."

"Furthermore, the builder must be appraised of such important factors as reducing the air conditioning load through proper construction methods, plus ventilation of attics and application of adequate insulation and vapor barriers."

"If the builder doesn't get this story and act on it, it will mean unsatisfactory installations, which will kill the market for further air conditioning in any of his construction, and set back progress of the fast-growing trend to year-round systems."

Copper Outlook --

(Concluded from Page 1, Column 4)
ferred until the price situation has been resolved.

NPA officials told the committee that domestic allocations issued to consumers of primary copper would be made good, and that the Copper Division would "see to it" that imports from foreign countries would be distributed to the domestic producers on "an equitable basis."

OPS officials who were present said that there would be no immediate decontrol of copper prices, but offered to set up a meeting of OPS officials with their industry advisory committee, many of whom are also on the NPA committee, to discuss the price problem.

NPA estimates of the amount of primary and secondary copper were described by committee members and agreed to by NPA officials as being probably optimistic in total and "rashly optimistic" as far as custom smelter production is concerned. Copper Division officials stated that these estimates were being revised and the next estimates will be "more realistic."

Nunn Electric Moves

AMARILLO, Texas—Nunn Electric Co., distributor for Carrier air conditioning and Rheem heaters, has moved into its new home at 121 E. Second. The firm formerly had temporary offices and warehouse on W. Sixth Ave.

Officers of the Nunn Electric Co. are Carl Hare, president; Jim Reed, vice president; A. V. Gentry, secretary; and L. D. Richards, treasurer and manager of the Amarillo branch.

Frigidaire's New \$11 Million Toronto Plant Doubles Its Canadian Facilities

TORONTO, Ont., Can.—A new \$11 million Frigidaire plant, providing more than 500,000 sq. ft. of factory floor space, was opened Oct. 16 at Scarborough, a Toronto suburb.

The plant more than doubles manufacturing facilities of Frigidaire Products of Canada, Ltd. It has capacity for production of more than 1,000 appliances and other products a day.

Attending the opening ceremonies at the new Canadian plant were C. E. Wilson, president of General Motors; Mason Roberts, Frigidaire general manager and a vice president of GM; H. F. Lehman, Frigidaire general sales manager; the Hon. C. D. Howe, Canada's Minister of Defense Production, Trade and Commerce; Premier Leslie Frost of Ontario; and some 1,000 other guests.

At present the plant is turning out electric refrigerators, ranges, beverage coolers, ice cream cabinets, home freezers, and air conditioning equipment. In the future it will also make electric water heaters, automatic washers, and clothes dryers. Another Frigidaire plant, at Leaside, is now being used primarily for defense production.

Construction of the new Frigidaire plant formed part of a multi-million dollar expansion program launched by all GM Canadian divisions in 1950. It involved the second big capital expenditure by Frigidaire since World War II.

In 1945 the company launched a \$4 million expansion program to

equip its Leaside plant for the mass production of refrigerator and range components formerly imported from the U. S. By 1949, however, these expanded facilities had been outgrown.

The new plant is one of the most modern of its kind in the world. Its equipment includes a new \$1 million porcelain finishing department, four-and-one-half miles of conveyor system, a 400-ton forming press, and one of Canada's most modern pickling machines.

Begin Air Conditioning of Atlantic City Convention Hall

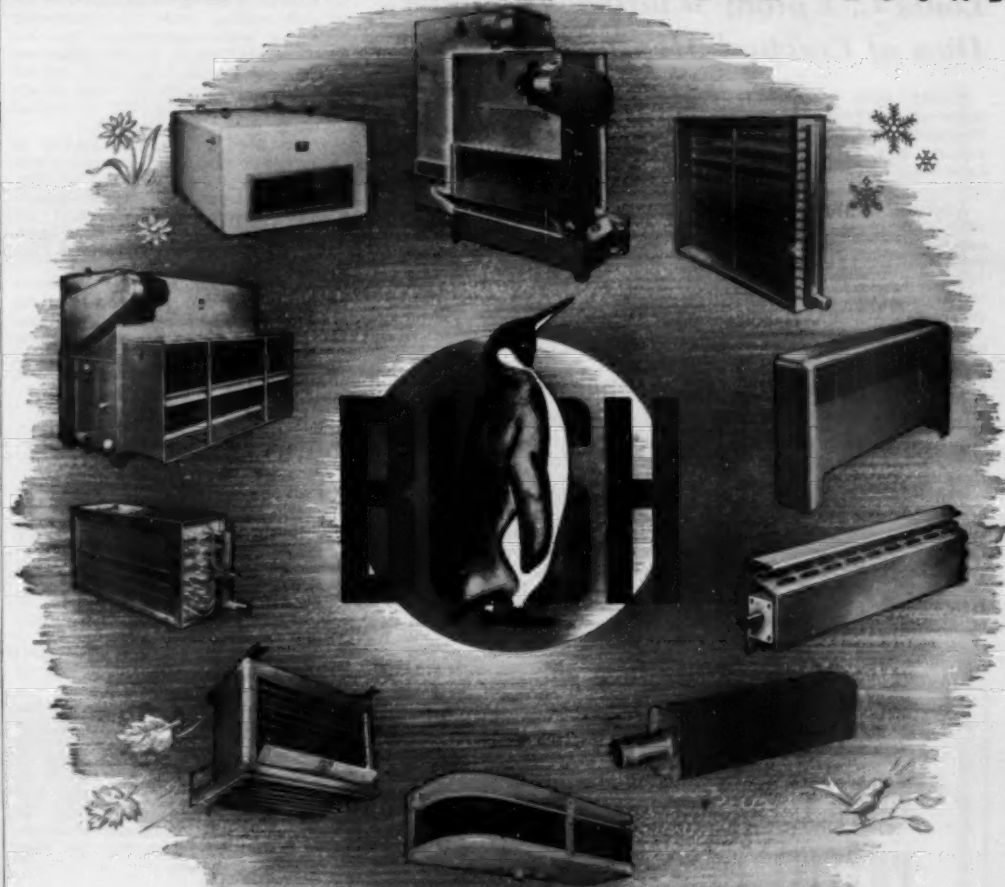
ATLANTIC CITY — This resort's municipally-owned Convention Hall, considered the largest auditorium of its kind in the world, is being air conditioned, it was announced by city officials.

Air conditioning the big hall, it was stated, will allow for bookings of major conventions, meetings, and shows the year around. It is expected that the air conditioning program will be completed in time for the American Railway Convention scheduled for June, 1953.

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